



IFINGER SOFTWARE^{v6}

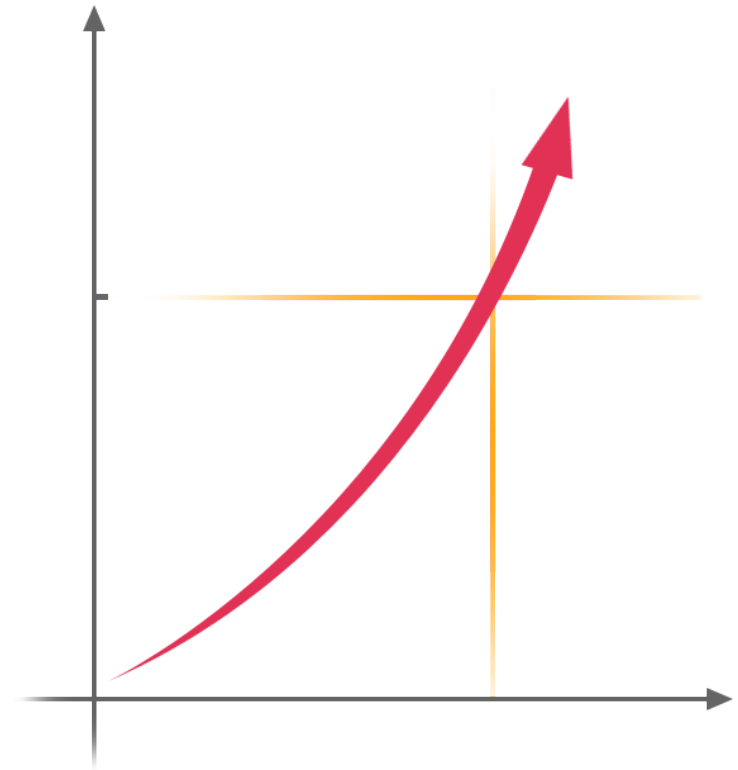
Presentation by iFinger's CEO & partner Knut Haga

VISION

Our vision is to become a leading global provider of language services.

iFinger V6 is ready to go!

lti.ifinger.com



IFINGER: 13 YEARS OF EVOLUTION

2000: iFinger version 1 to 5 - digital dictionaries

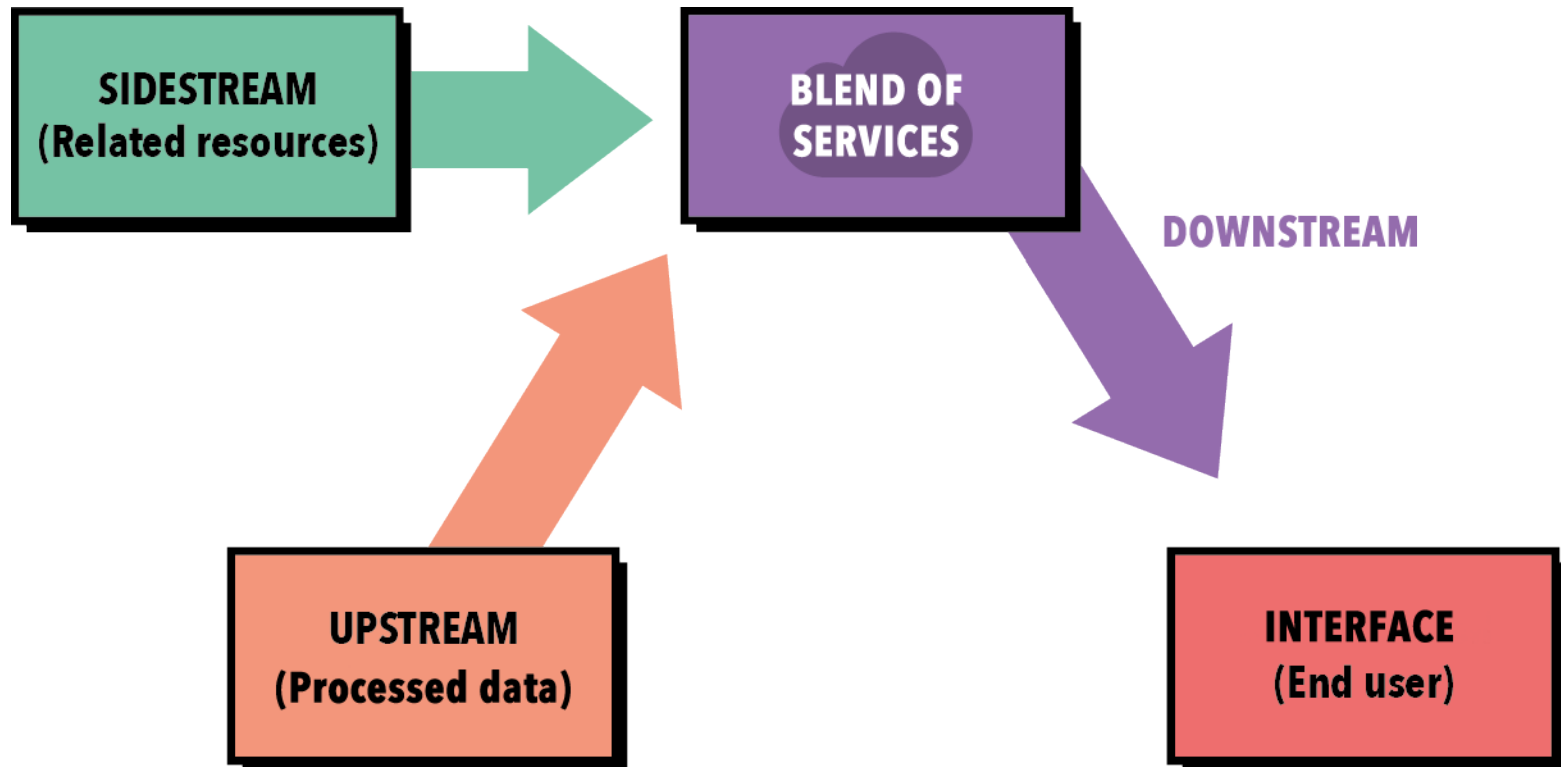
- Status
 - V1 Released year 2000
 - Local installation
 - For PC/Windows only
- Current markets
 - Web shop
 - Global distribution
 - Single users
 - 3 500 000 downloads
 - Customers in 100 + countries
- Direct sales
 - Education
 - Corporate
 - Government/NGO
- References: Audi AG, Statoil, ILO (UN), Unesco (UN), Vista print, Norwegian Army, Norwegian Police and justice department, 125 000 high school & college students



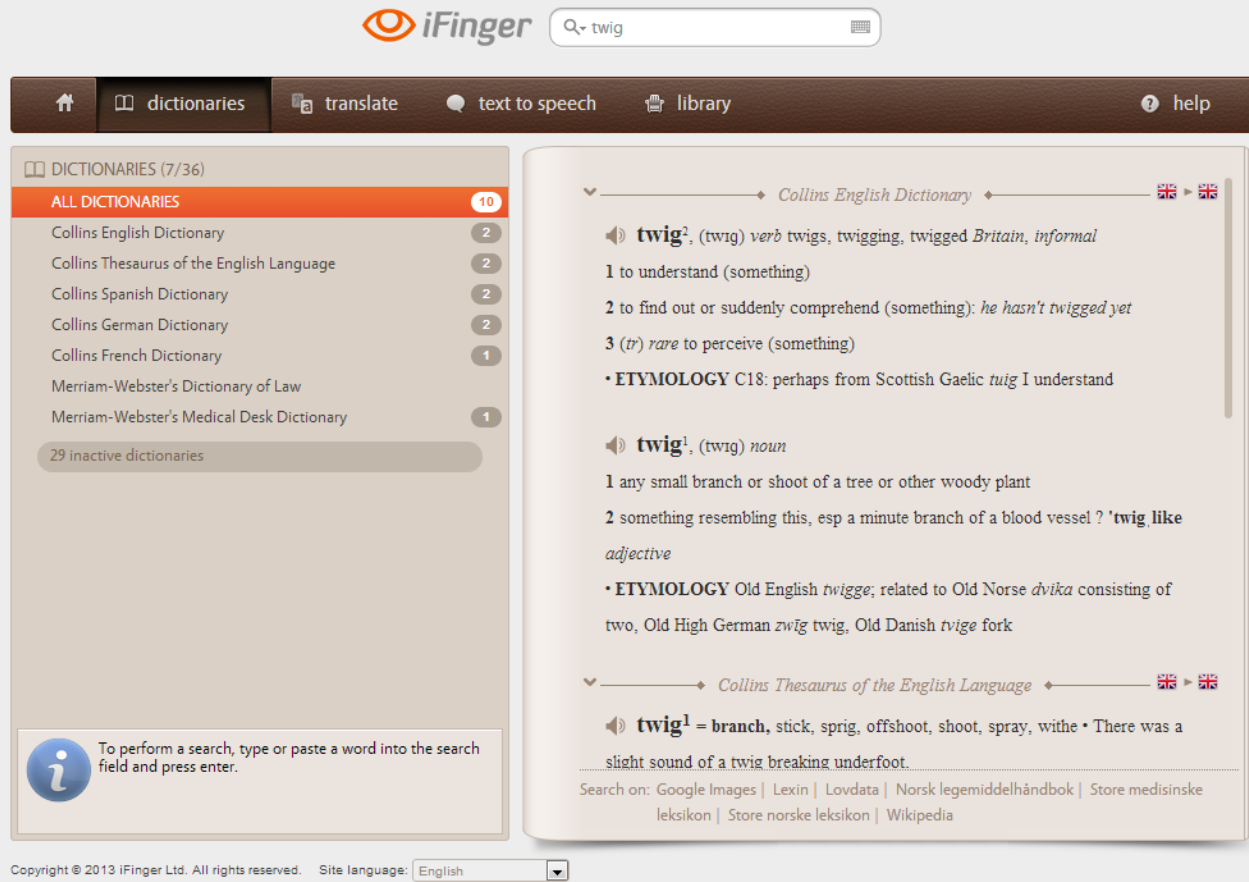
2013: iFinger version 6 – cloud-based language service

- A skilled team developing a next generation language service
 - Soft release for groups in Norway May 1st 2013
The Norwegian Parliament, The Norwegian ministry of health, Oslo & Akershus College (20 000 students), Hordaland county (20 000 high school students)
 - Q4 International release
 - To be released under a new brand
- Built-in elements
 - Digital dictionaries
 - Translation
 - Sound
 - Text to speech & audio
 - Predefined internet resources
 - Wild card search

IFINGER V6: AN INTEGRATION OF SERVICES



IFINGER V6 LANGUAGE SERVICE



The screenshot displays the iFinger V6 Language Service interface. At the top, the iFinger logo and a search bar containing the word "twig" are visible. Below the search bar is a navigation menu with options: home, dictionaries, translate, text to speech, library, and help. The "dictionaries" menu is active, showing a list of 7/36 dictionaries. The "ALL DICTIONARIES" section is highlighted, showing 10 active dictionaries and 29 inactive ones. The search results for "twig" are displayed in a scrollable pane, showing entries from the Collins English Dictionary and the Collins Thesaurus of the English Language. The Collins English Dictionary entry for "twig" includes definitions for the verb and noun forms, along with etymology information. The Collins Thesaurus entry for "twig" includes a definition and etymology information. At the bottom of the interface, there is a copyright notice and a site language dropdown menu set to "English".

Collins English Dictionary

twig², (twig) *verb* twigs, twigg^{ing}, twigg^{ed} *Britain, informal*

- 1 to understand (something)
- 2 to find out or suddenly comprehend (something): *he hasn't twigg^{ed} yet*
- 3 (tr) *rare* to perceive (something)

• **ETYMOLOGY** C18: perhaps from Scottish Gaelic *tuig* I understand

twig¹, (twig) *noun*

- 1 any small branch or shoot of a tree or other woody plant
- 2 something resembling this, esp a minute branch of a blood vessel ? 'twig like *adjective*

• **ETYMOLOGY** Old English *twigge*; related to Old Norse *dvika* consisting of two, Old High German *zwīg* twig, Old Danish *tvige* fork

Collins Thesaurus of the English Language

twig¹ = **branch**, stick, sprig, offshoot, shoot, spray, withe • There was a slight sound of a twig breaking underfoot.

Search on: [Google Images](#) | [Lexin](#) | [Lovdata](#) | [Norsk legemiddelhåndbok](#) | [Store medisinske leksikon](#) | [Store norske leksikon](#) | [Wikipedia](#)

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MEANS

- Measurable elements
 - A vast number of language combinations
 - Dictionaries / 4 tiers
 1. Basic - MLD
 2. Mid (compact/concise)
 3. High (unabridged)
 4. Specialized (law, medical, tech, etc.)
- Built in elements
 - Design
 - Functionality
 - Stability
 - Accuracy
 - Functionality
 - Dictionaries
 - Translation
 - Text to speech
- Business model
 - Revenue
 - Advertising
 - Subscription
 - Why iFinger v6?
 - Value proposition
 - Value for money
 - How to address markets
 - Single users
 - Google Adwords
 - e-marketing
 - Social media
 - Corporate / multiple users
 - WEB shop
 - Pricing / value proposition
 - No SW download operating outside IT dep. domain
 - Convenience

BUSINESS MODEL

- **Mass market - single users**
- Element of free service
 - Need to register with e-mail address
 - Limited time and/or maximum lookups per day/month
- Subscription
- Upgrades
- Reference: Spotify
- **Corporate market – 2014**
- 2014 – WEB shop with a corporate market solution
- Possible to place corporate order on web
- Clearing
 - Web shop / CC card
 - Taylor 2014



IFINGER INVESTMENT OPPORTUNITY

- Global unmet demand in all sectors
- No industry leader in “language services” sector
- Current selected infrastructure has no growth limitations
 - Unlimited growth potential
- Proven business model
- Possible expansion of services
- No technical risk
 - Service is already live
 - 99,9% + availability
- Limited market risk
 - Signed agreements with accounts representing 40k + users

SUMMARY

- 1) iFinger v6 - evolution since 2010
- 2) Released a cloud based service in 2013 – accounts with more than 40k users
 - 1) SW / HW / Design = GUI user experience
- 3) To cover all markets i.e. consumer/corporate/government in all countries
- 4) Business model
 - 1) Free /advertising
 - 2) Subscription
- 5) Marketing
 - 1) Google Adwords / e-marketing/social media
- 6) Rapid growth through free version
- 7) Represents a viable investment case



IFINGER SOFTWARE

End of presentation: iFinger v6