

PRODUCT DATASHEET

White-Label Hosted Application Stores



POWERFUL DEVICE COMMERCE SERVICE

- Support multiple device types from one platform
- Create any number of branded application stores
- Enable self publishing and revenue sharing
- Administer content, publishers, entitlements, licenses and more through one central console
- Offer full e-commerce
- Manage your device and software lifecycles
- Integrate your existing content catalogs
- Download and install applications with one click
- Provide user ratings and reviews

CONTROL YOUR E-COMMERCE BUSINESS MODEL

- Storefront operators can deliver all content through one centrally managed platform
- Content providers can publish once and reach multiple store operators and market segments
- Set revenue sharing and distribution terms
- Integrate with your choice of payment systems

EXTENSIVE SOFTWARE PROVISIONING FEATURES

- User accounts
- Purchase history
- Billing profile management
- EULA management
- DRM management
- Activation code warehousing
- Fulfillment
- License management
- Author management
- One-click purchasing
- No shopping carts required

END-TO-END SUPPORT SERVICES AVAILABLE

- Hosting hardware setup
- Financial administration and reporting
- E-commerce integration
- End user support
- Engineering
- Operations, maintenance and IT
- Application storefront customization
- Application certification
- Salesforce.com integration
- Integration with existing application stores, marketplaces and content catalogs

Drive device commerce through customized application stores and marketplaces

CNR.com is the only white label e-commerce service that enables you to deliver any kind of digital content—applications, software updates, music, movies, online services and more—to any kind of device, regardless of target hardware or operating system. Why build your own solution? CNR.com can get you to market now.

For carriers and OEMs

It's costly to manage different application stores and marketplaces for each device. With CNR.com you can drive all your device commerce from one hosted platform. And because CNR.com works with any device, it enables commerce in markets you may not be reaching.

For ISVs and other content providers

Looking for ways to reach new markets with your applications and premium content? CNR.com is your one-stop channel to any device. Self-publish once and release content to multiple markets at the same time including OEMs, carriers and end users directly. You set the terms for making your content available and CNR.com does the rest.

Support any kind of device from one platform

That's right: any device. CNR.com is built from the ground up to be a vendor-neutral hosted service. It works with Intel or ARM-based hardware running Windows, Moblin, Symbian, Blackberry, Android, Brew, Flash, Java and other environments.

Now you can reach legacy or next-generation PCs, netbooks, smartphones, automobile infotainment systems, or other devices without having to create a new e-commerce platform for each. We've done all the work on the back end so your users can easily get the applications, software updates and digital content they want on any device. You eliminate the cost and complexity of maintaining separate application stores and marketplaces for each device, while getting to market fast.

Target your market segments with custom storefronts

Create as many custom storefronts as you want to target different devices and market segments. Manage them all centrally from CNR.com. Because CNR.com separates content packaging and delivery from presentation, users see only the content relevant to their device.

Our template approach makes it easy to create branded web-based storefronts for any screen size. For even tighter integration with your device we offer services to create a custom application store client targeted to your platform. The CNR.com client enables push content like automatic software updates and personalized online marketing right to the device.

PRODUCT DATASHEET: CUSTOM SOFTWARE SOLUTIONS

**LARGE-SCALE E-COMMERCE
BEST PRACTICES**

- Service-oriented architecture
- Industry-standard JEE technology
- Failover and redundancy
- Six tiers of support available
- Integrated with world-class payment service providers including PayPal
- PCI compliant with Tier 3 certification

ABOUT XANDROS

Xandros OEM Solutions creates turnkey software solutions that enable manufacturers, carriers and retailers to bring new devices to market quickly and drive e-commerce to any device through fully branded user experiences.

Xandros is the leader in enabling Linux and Windows to work together seamlessly. Our enterprise products enhance an organization's operations while cutting costs. Scalix delivers award-winning Linux-based email, calendaring and messaging. BridgeWays management packs simplify managing mixed Windows, Linux and UNIX environments from one console.

Our head office is in New York with R&D offices in Ottawa, Frankfurt and Mumbai, and sales and support offices worldwide. For more information, please visit www.xandros.com.

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Gain control of your business model

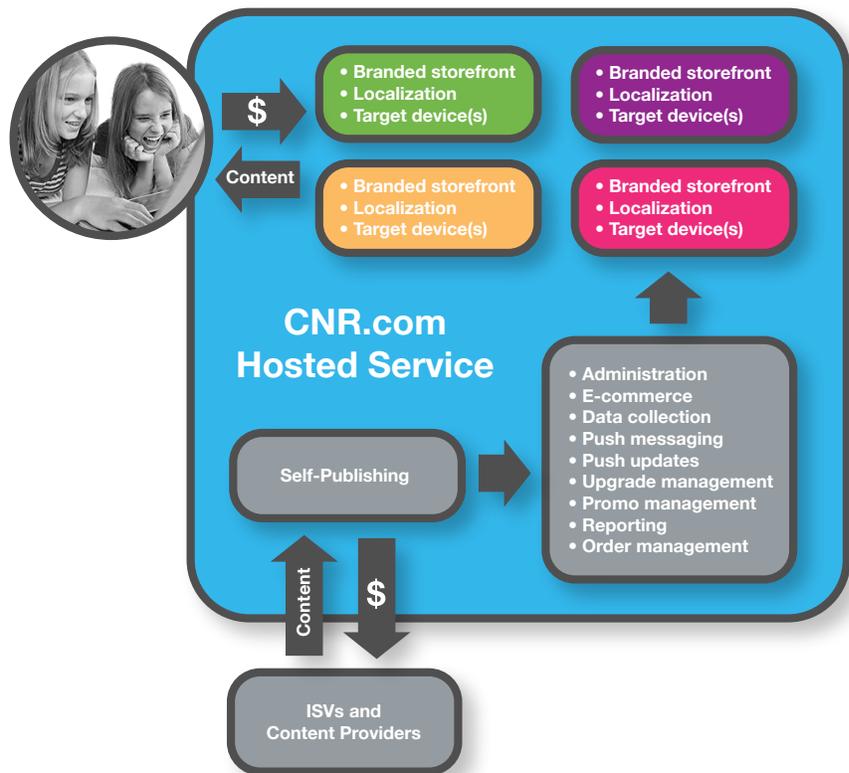
Application stores and marketplaces provided by platform vendors often put you at the mercy of their business model. They decide what devices are supported, what applications and content can be made available, licensing terms and how revenues are split.

For carriers and manufacturers, CNR.com enables you to create your own application and content ecosystems where you control the business model. Since CNR.com supports any device, you can deal directly with multiple ISVs and content providers to release content for your ecosystem. Leverage your existing content libraries by integrating them with CNR.com. Already thousands of titles are available in CNR.com for Windows, Android, Moblin, and other Intel and ARM-based platforms.

For ISVs and content providers, it's now easier and more profitable to get your products into target markets. By publishing your content to CNR.com, carriers and manufacturers can quickly and easily find what they need and automatically make it available to target devices.

How it works

CNR.com is a white label hosted service with extensive customization, self-publishing and self-management features.


Available now

Building your own e-commerce solution is costly and slow, whereas CNR.com is available now. Live marketplaces built on CNR.com include eedownload.asus.com, dell.cnr.com, presto.cnr.com and application stores for Android, Moblin and Windows. Together they've served millions of downloads.