

# Beem

Viral distribution network  
technology

## At a Glance

Fast, free content sharing for friends.

Designed for the new generation of Internet-enabled mobiles like the iPhone, Beem takes the complexity out of distributing content to the users social network.

With a single tap of the finger, the Beem mobile phone application enables friends to share pictures, messages and other content simply and quickly at low or even no cost.

When a message is sent, the Beem application examines the networks that are available (WiFi, 3G Internet, Bluetooth) and automatically selects and utilises the best one to deliver the message.



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## The NICTA Approach

By applying multi-disciplinary skills in network design, data caching and peer-to-peer technologies to the space of mobile applications, the research team responsible for Beem is paving the way for a new breed of mobile social applications.



## The Features

- Beem allows users to send pictures, files and messages to their friends, from their mobile phone, over the Internet or across the room
- Superior user experience which hides the complexity of sending and receiving content between mobile devices
- Future versions may provide an avenue for marketers to participate in the Beem network.

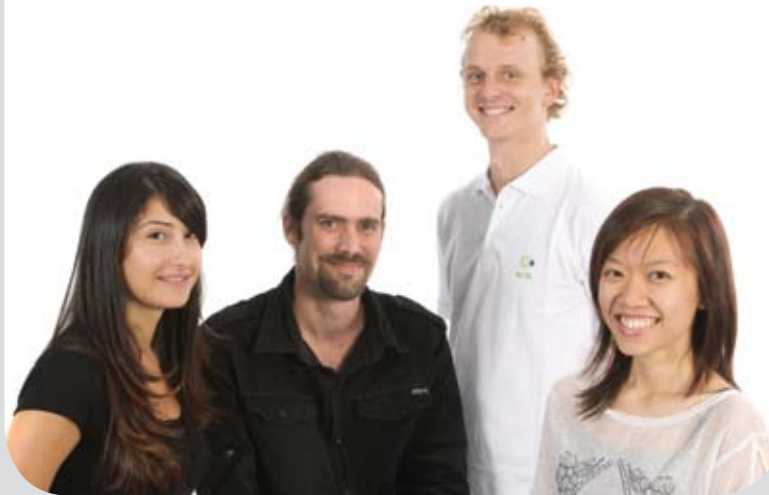
## The Benefits

- Streamlines the process of sending photos, messages and other content from your phone to your social network
- Smart-routing automatically chooses the best connection, reducing the cost to the sender and receiver
- Provides a platform for rapid advances in the mobile social environment.

## The Future

- Beem aims to release an application on the iPhone app store in mid 2009
- Development of Android mobile platforms
- Providing an avenue for marketers to participate in the Beem network
- We are looking to partner with content companies and invest in further development.

From imagination to impact



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# NICTA

**NICTA is Australia's Information and Communications Technology (ICT) Research Centre of Excellence and the largest organisation in Australia dedicated to ICT research. NICTA drives innovation through high-quality research, research training and technology transfer.**





Our researchers are located in five laboratories located in four cities around Australia: Melbourne, Sydney, Canberra and Brisbane. Working in specialised teams, they are focused on a series of specific research themes and business areas.

Our work as a world-class research institute and Centre of Excellence in science and innovation brings together many of Australia's and the world's top ICT researchers. NICTA provides them with the facilities and support they require, making our vision a reality.

NICTA's unique approach fosters and develops ICT research. We work closely with both industry and other research institutions to solve problems and make breakthroughs in ICT with real impact.

NICTA's focus on use-inspired research means our projects have direct relevance to the challenges faced by business, government and individuals around the world. The result is breakthrough technologies that provide commercial opportunities and have a positive impact on Australia's export earnings.

**Our Research Themes:**

-  Embedded Systems
-  Networked Systems
-  Making Sense of Data
-  Managing Complexity

**Our Business Areas:**

-  Biomedical and Life Sciences
-  Environmental Management
-  Intelligent Transport Systems
-  Mobile Systems and Services
-  Safety and Security
-  Software Infrastructure

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