



Songbird Owner's Manual

August 2007 www.songbirdnest.com

Hello. This Songbird Owner's Manual will familiarize you with our company, software and culture. Read on.

We're Pioneers of the Inevitable, a top tier venture funded start-up incubating Songbird, an open source desktop media player and Web browser mash-up built, like Firefox, from the Mozilla platform. Songbird has been called "the Firefox of media players" by Aaron Boodman of Greasemonkey and described as "like taking iTunes, ripping out the music store, and replacing it with the rest of the internet." by the popular blog Ross Notes.

Summer 2007 Status Update

- ★ 500k+ users and developers have installed Songbird.
- ★ 1500+ developers have reported bugs, contributed patches, developed 50+ add-ons and translated Songbird into 40+ languages.
- ★ 1M+ add-ons have been installed from our add-ons site.
- ★ Our uniquely talented development team of 16 developers includes media player experts from Nullsoft (Winamp) and Web browser experts from Netscape and Mozilla (Firefox).
- ★ Fortune 100 consumer electronics, media/entertainment and Internet service companies are targeting Songbird for their digital media services and mobile handsets.
- ★ Sequoia Capital of Apple, Yahoo!, Google and PayPal success is our lead venture capital investor.

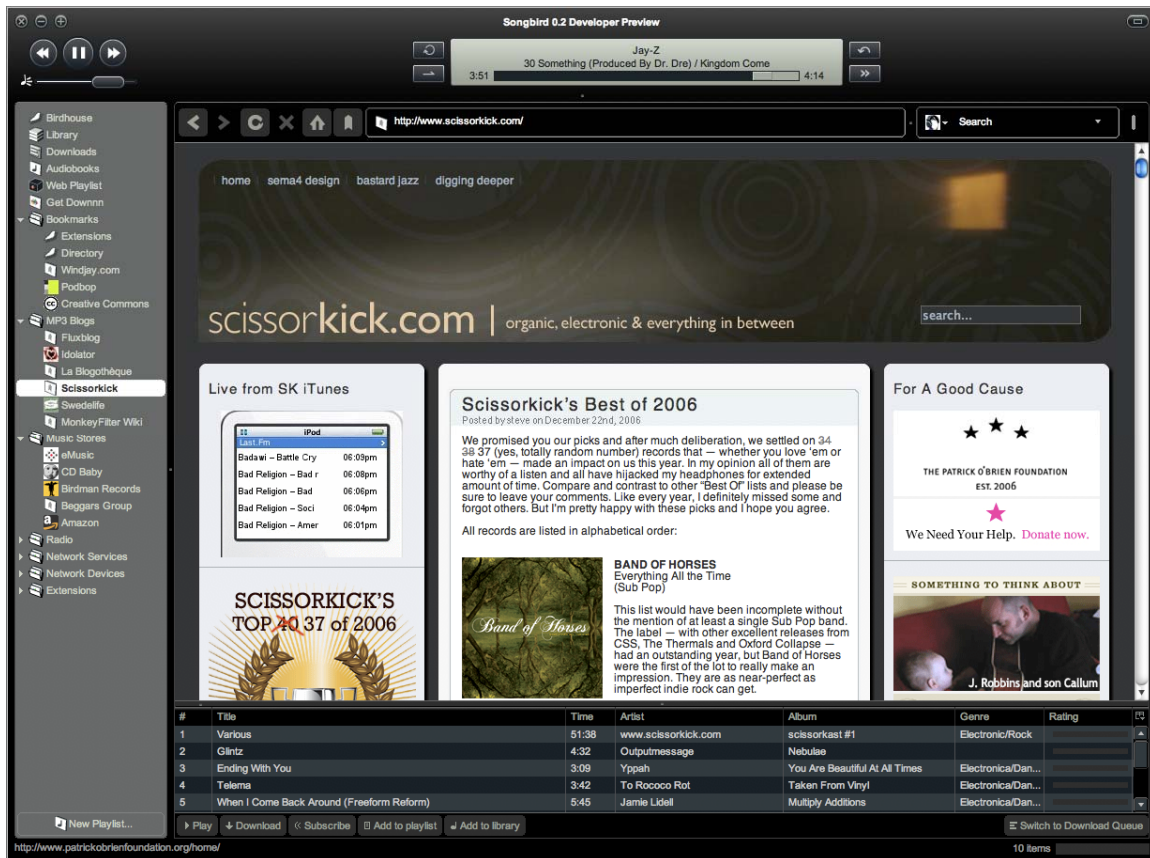
Pioneers is aggressively hiring the most passionate and talented birdbuilders from all over the world. Is that you? Then contact our Director of Operations, Jack Leidlein (jobs@songbirdnest.com).

Our Founder

Rob Lord is Pioneers of the Inevitable's CEO/founder and is solely responsible for the company's name. Rob has founded or been the first employee of five Internet digital media companies including **Winamp**, which grew to more than 60 million active monthly users. Each one of his companies has had a positive outcome through acquisitions by companies such as Yahoo!, AOL and Universal Vivendi.

Our Product

Songbird is a desktop media player that "**Plays the Web.**"



This screenshot shows a Songbird user listening to music from scissorkick.com. Notice how Songbird detects the media from Scissorkick and renders it in a Web Playlist at the bottom of the application. The user can download the tracks from Scissorkick directly into Songbird's desktop media library or use Songbird to sync the tracks to a device such as an iPod or MP3 phone.

Our Vision

Current media players such as iTunes, Windows Media Player and Zune are proprietary, single-vendor, vertically-integrated silos, excluding any competitive services and devices. If Web browsers had been designed like current media players, Internet Explorer would surf only Microsoft.com and run only on the Xbox.

In contrast, Songbird is a media player that is as open as a Web browser. We're building the open source, open standards, open Web user-agent for digital media.

Our vision comes from Tim Berners-Lee's original vision of the Web:

"Keeping the medium and the content separate is a good rule in most media. When I turn on the television, I don't expect it to deliberately jump to a particular channel... I expect my television to be an impartial box. I also expect the same neutrality of software..."

We believe that Songbird dramatically lowers the barriers to entry for new services and devices, and will augur a vast, diverse and innovative Media Web. We aspire to make Songbird as ubiquitous as the Web browser, television set, or home stereo.

Our Opportunity

Pioneers generates revenue through affiliate relationships with consumer electronics, mobile and Internet digital media service companies. Songbird will be the channel for Internet digital media consumption as billions of dollars of consumer media spending continue to move to the Web. Our research and discussions with customers indicate that this is a very profitable business.

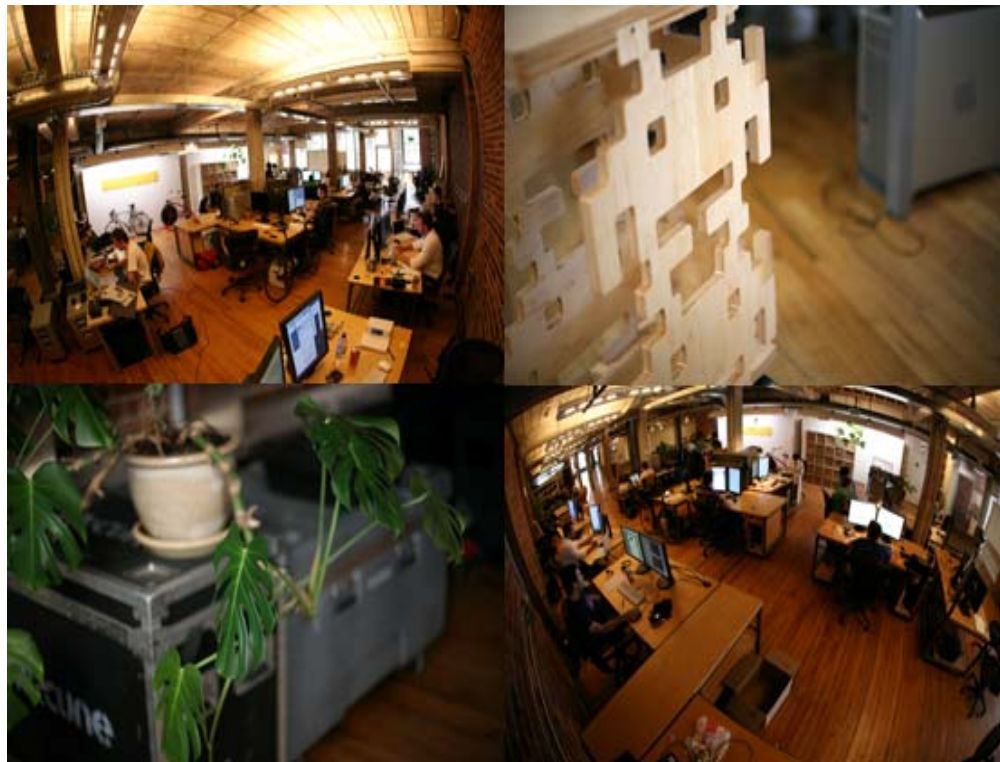
We regularly receive unsolicited customer inquiries from Fortune 100 companies – some of them have already started building on our platform when they contact us.

Finally, we have a long-term vision for how the company will grow to address even larger complementary markets if we can capture a significant share of this large initial market.

Our Perks

We believe a creative environment invites team members to pursue their talent and passion. Our office is a beautiful brick-and-beam full floor in San Francisco's SOMA district. Our kitchen is fully stocked from Whole Foods 24/7/365. We throw killer parties. Many of our employees walk, bike or CalTrain/BART/MUNI to work.

All 'birders receive a competitive salary, benefits, and stock options.



Next Steps

- ★ Review our open positions: <http://songbirdnest.com/jobs>
- ★ Watch the Songbird screencast: <http://songbirdnest.com/screencast>
- ★ Try Songbird 0.2.5: songbirdnest.com/download

Ready? Contact our Director of Operations, Jack Leidlein at jobs@songbirdnest.com.

Chirps.



Play the Web