Enron Communications:
delivering a whole new Internet experience

Enron Corporation

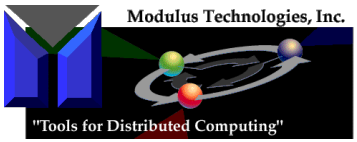
- Rated by *Forbes* magazine as "Most Innovative Company in America" four years in a row
- $31 Billion in Revenues
- Worldwide leader in deregulating industries
- Experienced in physical commodities, risk management and financial services
- Enron Communications is a wholly owned subsidiary of Enron Corp.

Enron Communications, Inc.

A new world network application services provider

- **Delivering a whole new Internet experience**
- **Building an application delivery platform–the Enron Intelligent Network™–that leverages national Pure IP™ fiber network**
- **Creating unique business relationships to deliver next-generation application services**

Our world-class team



Enron Communications

Development partners

CISCO SYSTEMS The Enron Intelligent Network™ is the first global network to deploy GSR over DWDM

RealNetwork - The Enron Intelligent Network™ is the only network to deliver RealSystem™ G2 technology to the desktop over Pure IP.

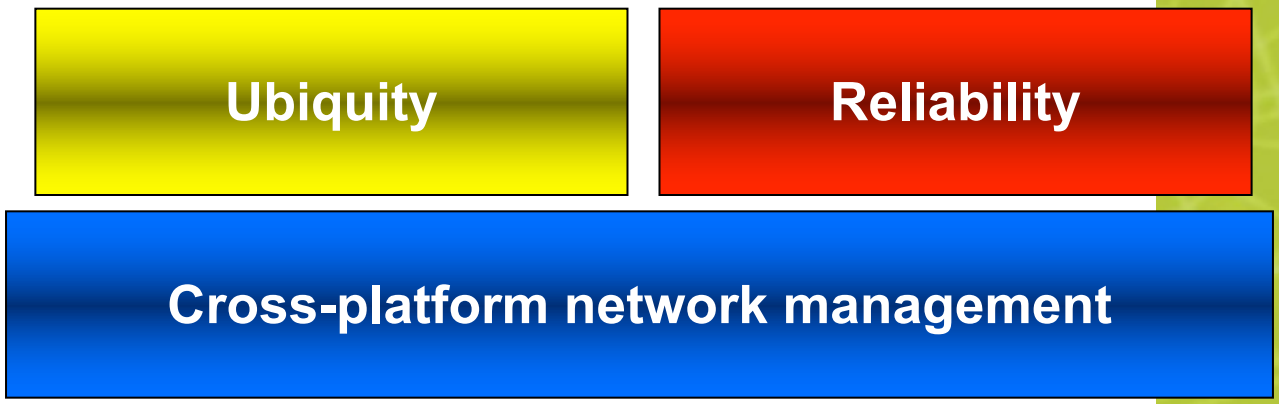
INTEL provides secure network technology for the Enron Intelligent Network™

ePowered ™ application services run on a distributed community of SUN Enterprise servers, and Sun is a marketing partner .

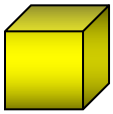
CIENA's high speed DWDM creates high speed optical circuits on the Enron Intelligent Network™

What it takes...

Building an application delivery platform for the New World Network

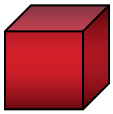


To serve 100M desktops...



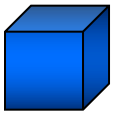
***Ubiquitous Standards*:**

- **consider the e-mail paradigm**



***Reliability*:**

- **applications are mission critical**

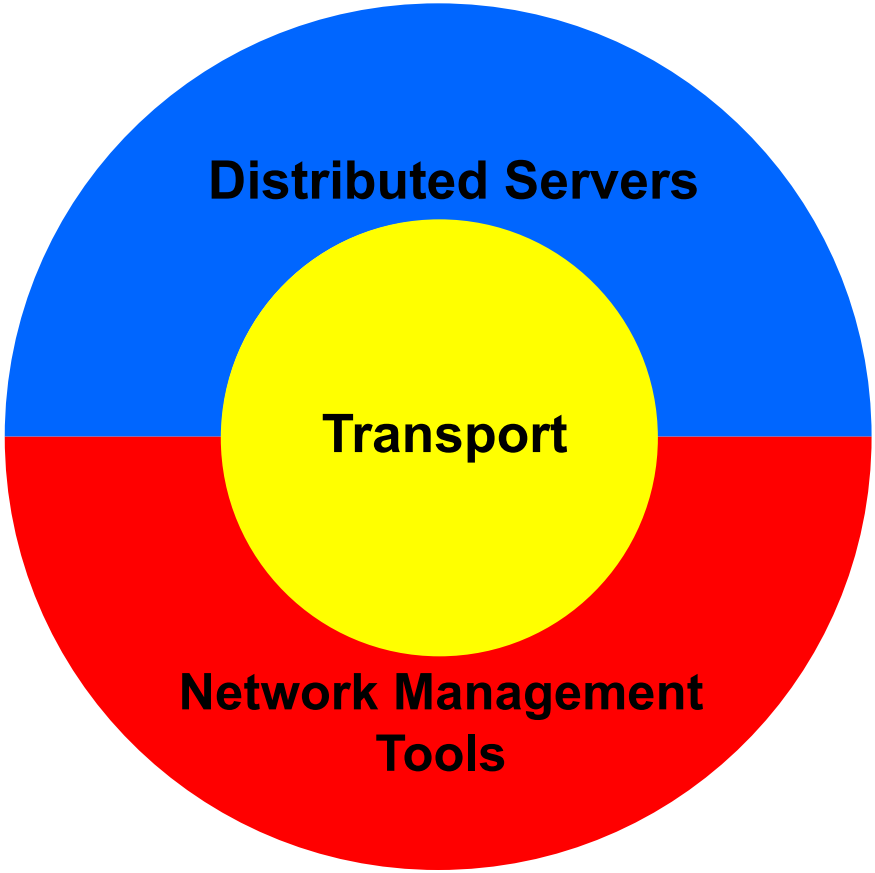


Cross-platform network management:

- **provide settlement, support services**

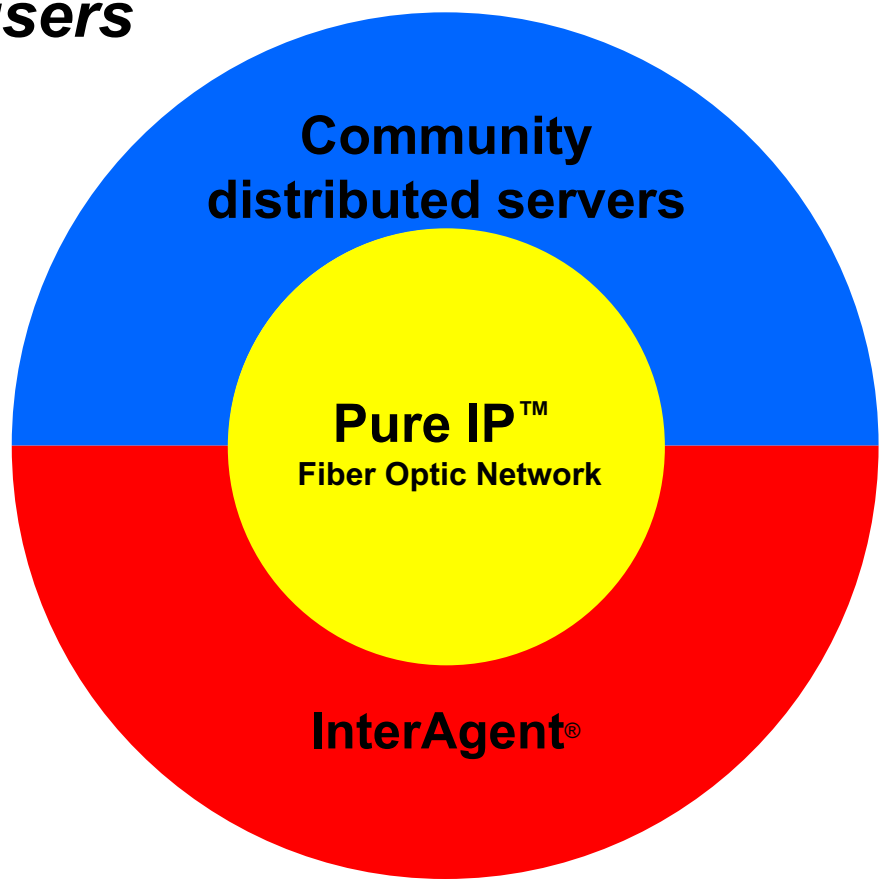
To create the platform...

bandwidth, support systems and reliability



Enron Intelligent Network™

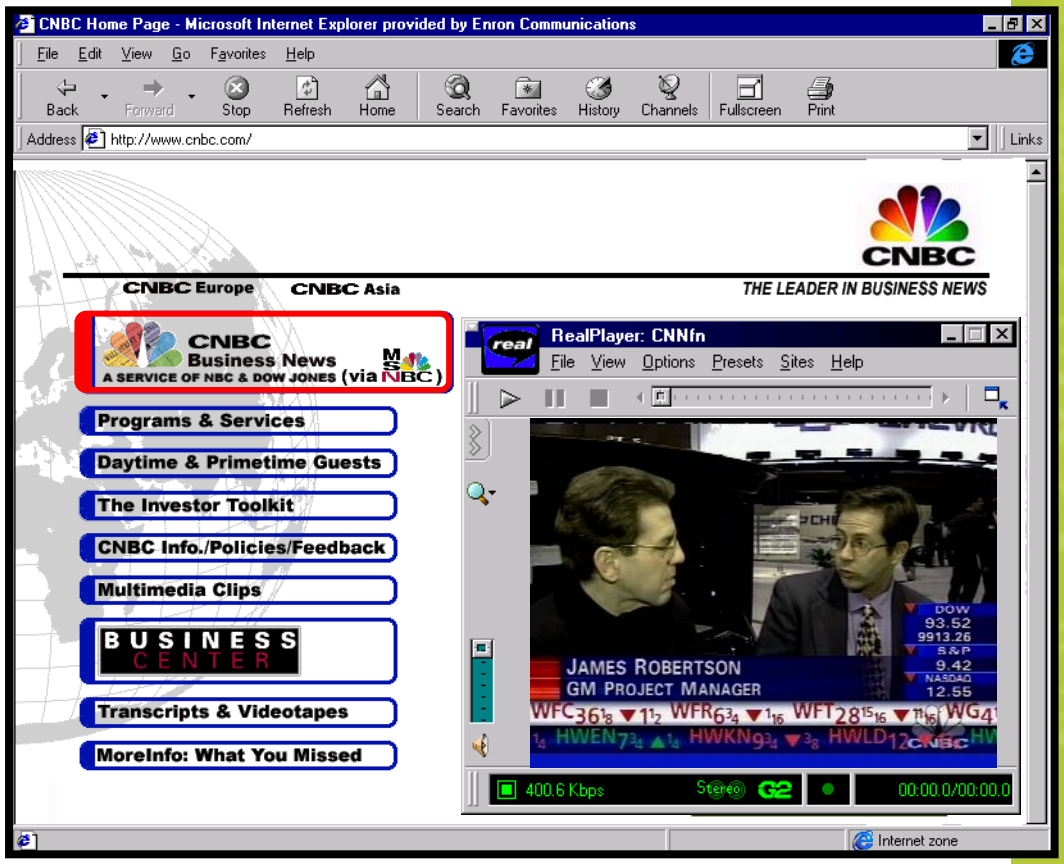
Delivering rich media applications to millions of users



What is ePowered Media Cast?

ePowered Media Cast allows YOU to deliver high bit rate rich streaming multimedia transparently to your subscribers' desktop

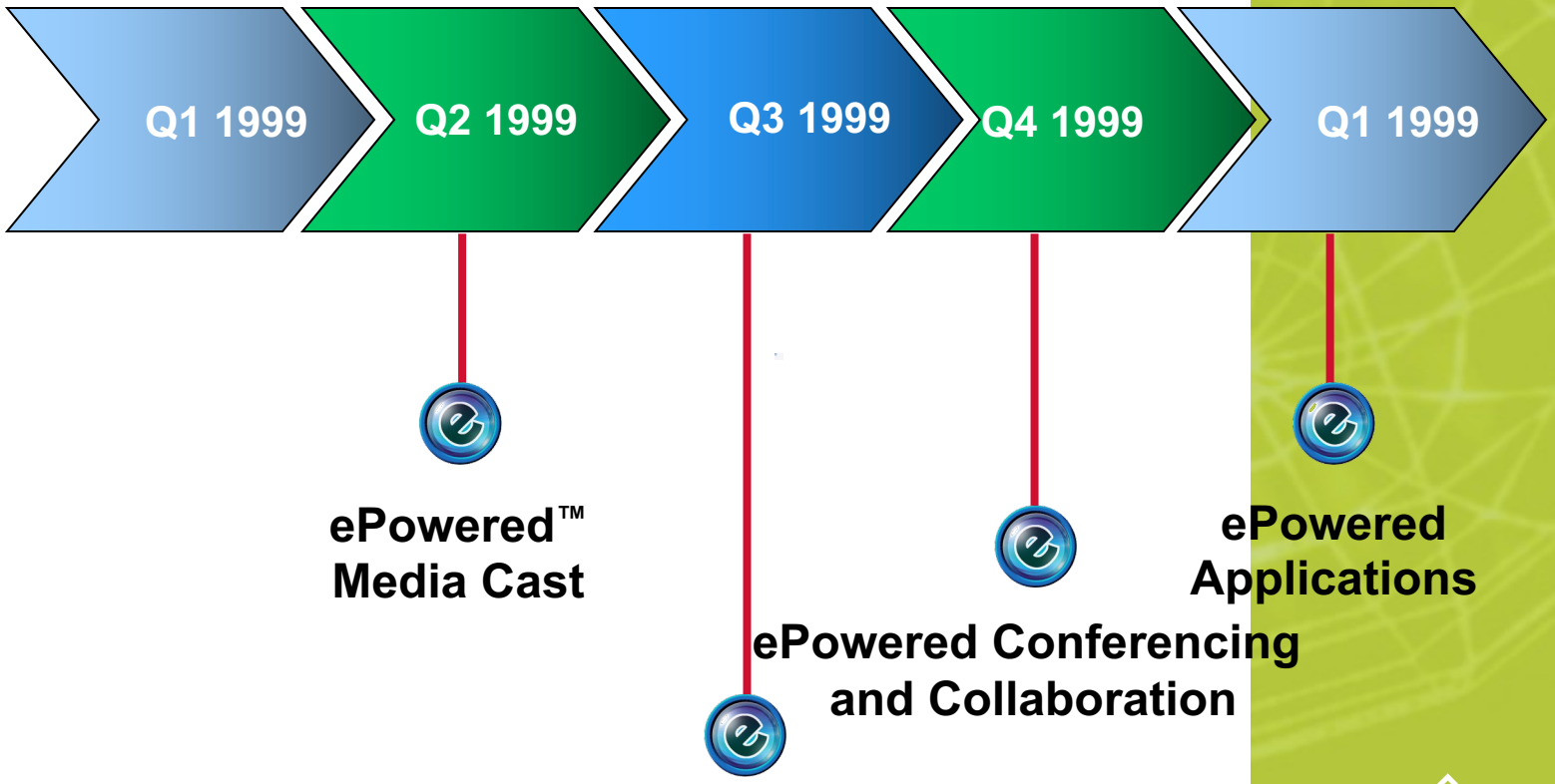
The next killer application: ePowered™ Media Cast



Connecting to the benefits...

- Differentiate your product offerings
- Deliver incremental revenue to your bottom line
- Drive demand for higher-speed access services
- Provide your subscribers with next generation Internet applications

Product timeline



Partnership offers...

- **Success-based revenue model**
- **Collaborative distribution**
- **Rapid development and deployment of new ePowered application services**

ePowering your business...

Step 1: become a distributor

Step 2: leverage modular approach to applications deployment

Step 3: co-develop new applications and services over the Enron Intelligent Network

www.enron.net

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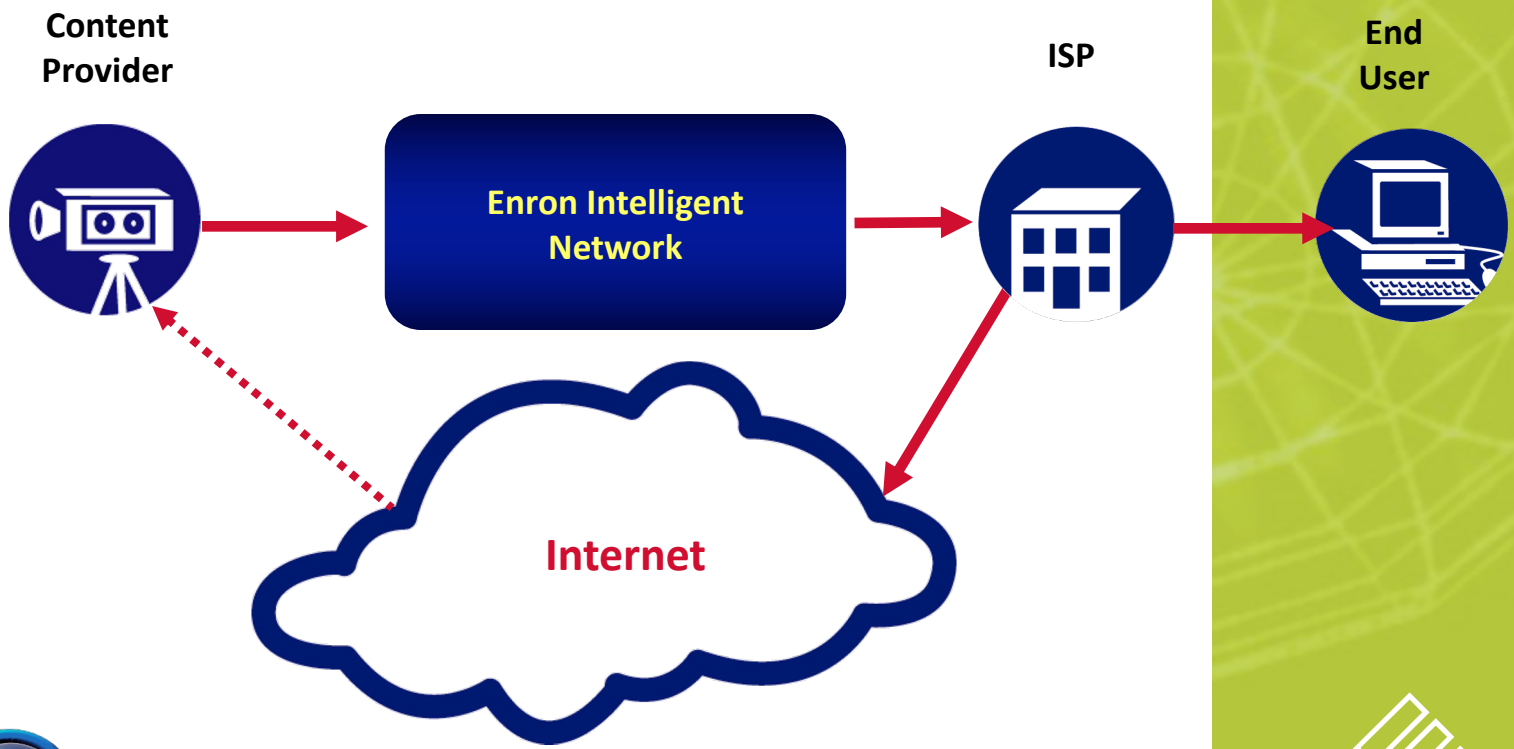
Backup

ePowered Application Services delivery model



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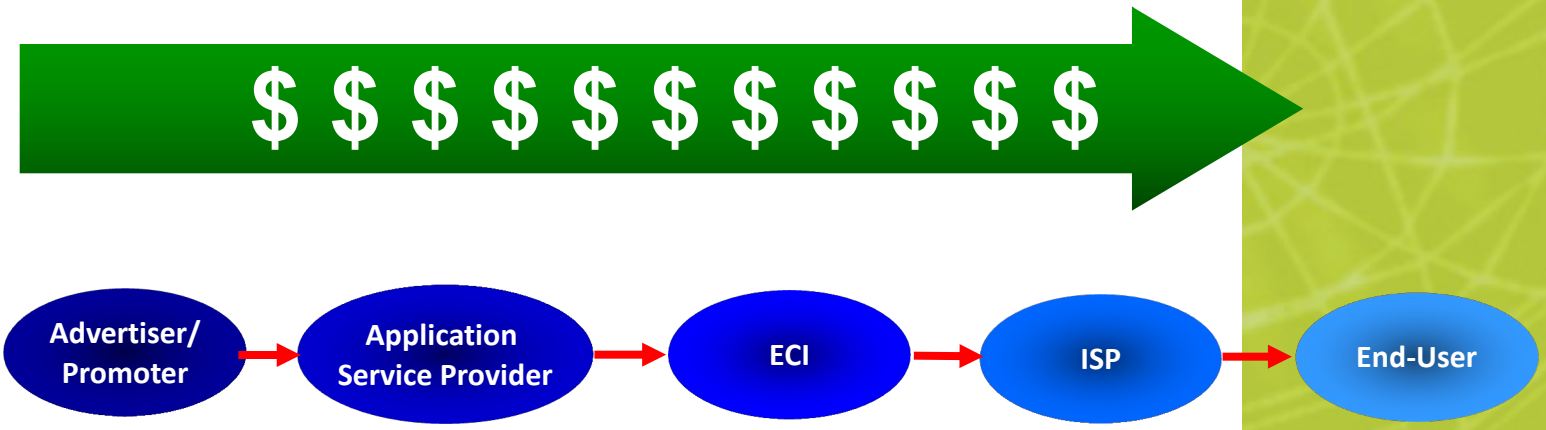
Metering and revenue sharing

Streams served are measured at edge servers. MB of content delivered to actual end-users is the basis for all billing to upstream content providers.



ePowered Media Cast customer

Is a leading edge consumer of real time information, and relies upon this information to make important business decisions.

Financial Industry Narrowcast Customer

Launch Focus

Financial industry users are leading edge consumers of continuous real-time information

They rely upon this information throughout the day to make important business decisions

This target is an early adopter of productivity technologies

68% of this target works for large companies (I.E. over 1,000 employees)

88% have PCs at work

74% use the internet at home- 88% use it at work

96% say quality is the key to their purchasing decisions

Enron Intelligent Network delivers value

Feature	Benefit
Pure IP℠ Fiber Optic Network	• Higher speed • Lower cost • Higher reliability • Greater scalability
Distributed Servers	• Maximizes network and application services availability • Places application services “one hop” from the end user • Lower latency
InterAgentâ Middleware	• Optimizes applications for a distributed network architecture (WAN) • Application metering

What is ePowered Media Cast?

ePowered Media Cast allows YOU to deliver high bit rate rich streaming multimedia transparently to your subscribers' desktop

ePowered Media Cast

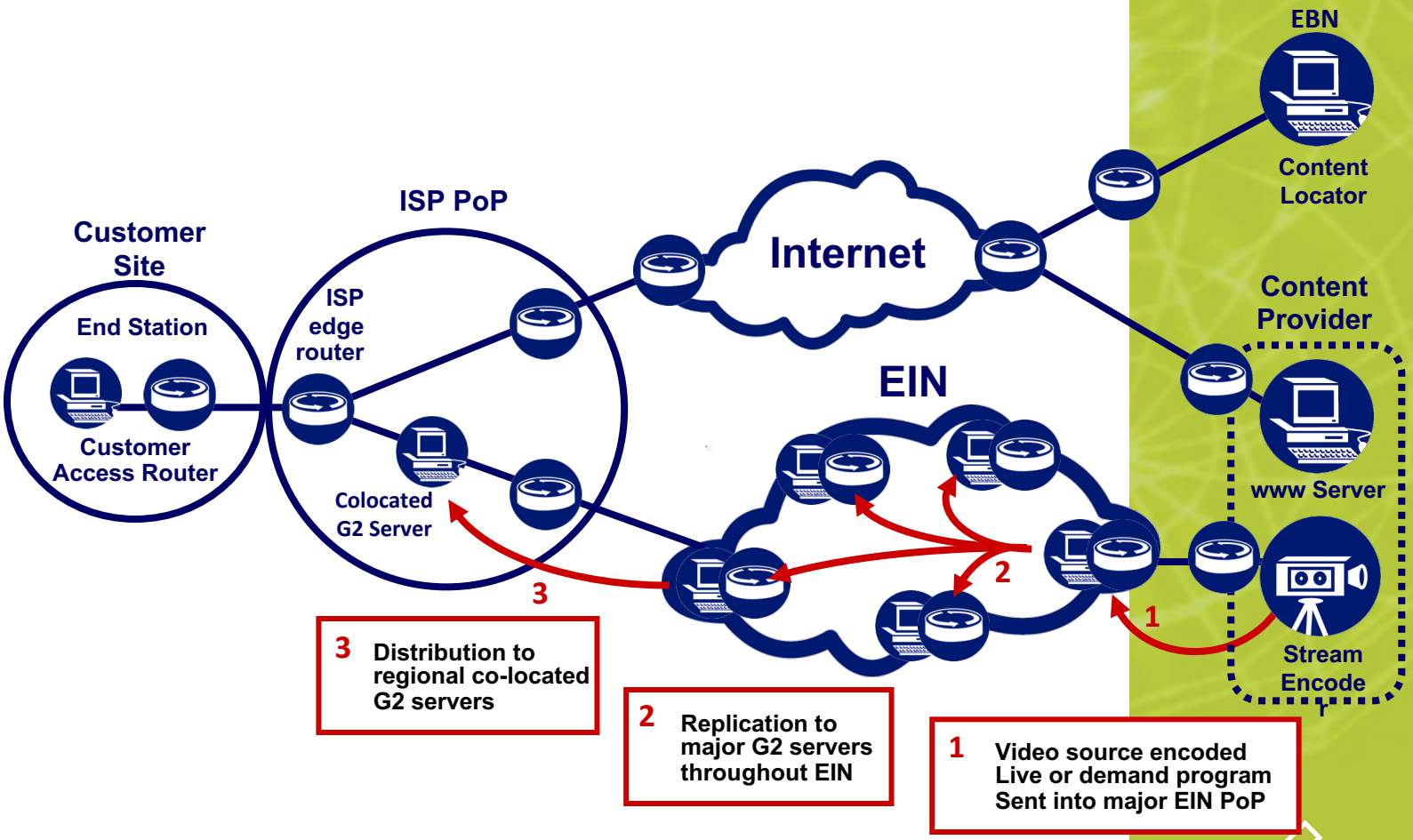
Supports

- Live, on-demand and scheduled events
- Narrow, targeted audiences
- Large, simultaneous audiences
- Unicast and multicast stream delivery

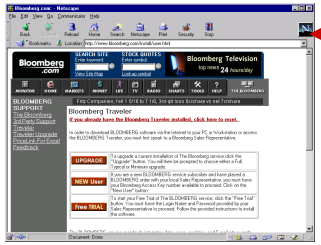
Delivers

- Usage sensitive billing, distribution & revenue sharing
- Ad based, subscription or pay-per-view models
- Bit rates from 20 kbps to 1 Mbps and beyond

Content Distribution



Content Delivery



3 Content locator returns URL for nearest G2 server

EBN

Content Locator

2 Link to content has URL of content locator

4 Browser launches RealPlayer

Customer Site

ISP PoP

Internet

ISP edge router

End Station

Customer Access Router

Colocated G2 Server

1 End user visits Content Provider Web site

Content Provider

www Server

EIN

Stream Encode

5 RealPlayer requests content URL on local server

6 Media stream is sent from server to RealPlayer

Enron Communications

Example: CNBC

Intercast Service delivers 125 channels to your desktop, including:

- **Breaking Business News**
- **Personal Portfolio Manager**
- **CNBC Business News Archives**
- **Company Earnings Reports**
- **International News**

Example: Bloomberg

- Business News
- Financial Updates
- News, Stocks, Rates & Bonds, Currencies, Commodities
- Technology Reports
- Live International Television
- Bloomberg Interactive TV (VOD)

Real Broadcast Network

- Leading streaming multimedia portal
- Defacto standard for streaming multimedia technology
- Owns 85% of mediaplayer market

Industry comments

Enron is the first carrier in the United States to put an entire network in place for data. "Many people have said they are going to do this, but Enron is really doing it. They're putting their network where their mouth is."

11/98, Telephony