



Aspen Cloud Storage Introduction



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Definition of Cloud Storage

- Accessible from anywhere
- Hardware-less
- No upfront cost
- Instant Scalability
- Unlimited storage capacity
- Pay-As-You-Go
- High reliability

Growth of Distributed Digital Content

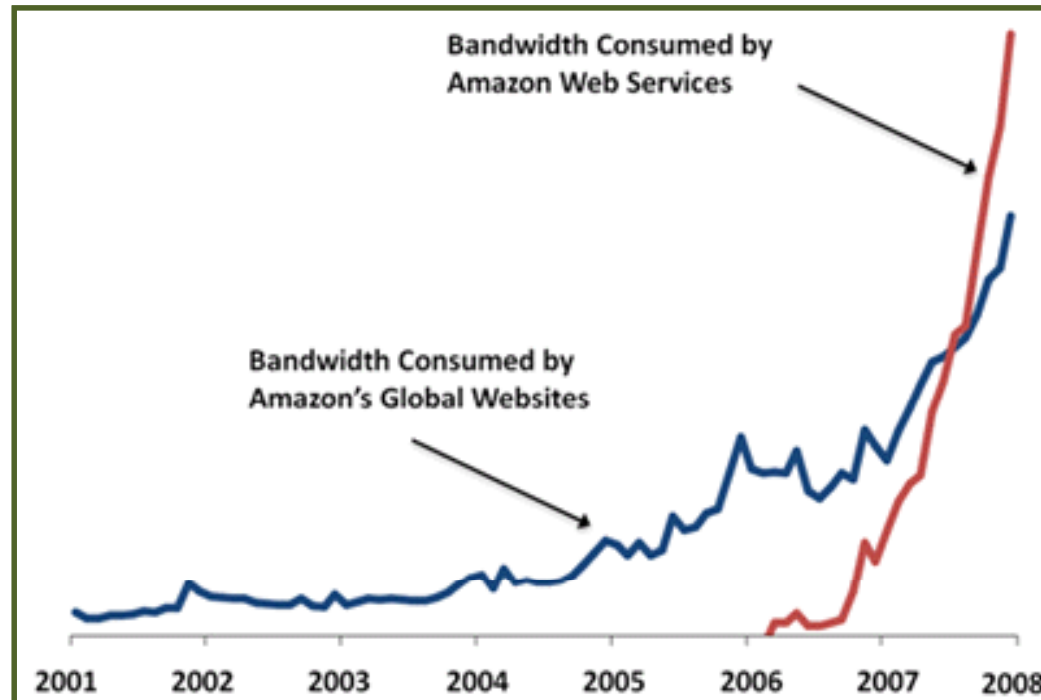
- Wise use of web 2.0 applications
- Multimedia centric data over internet
- Rise of social network with data sharing

Most Digital Content Intensive Provider

- Video / Music on demand
- Files sharing
- Data backup or archive

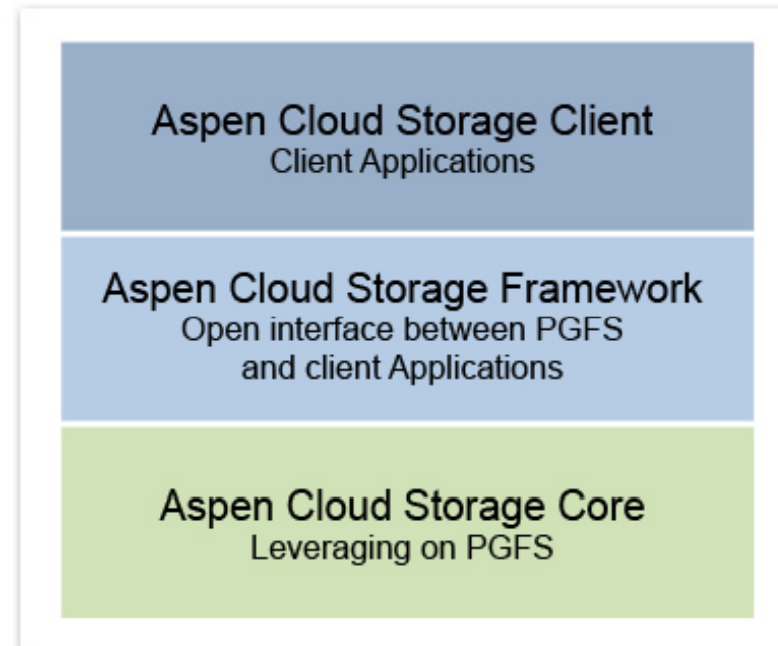
The Need of Cloud Storage

Statistic provided by Amazon on early of 2008, red line shows the grow of cloud based services in U.S. In 2008 Q4, there are 29billions objects stored in S3

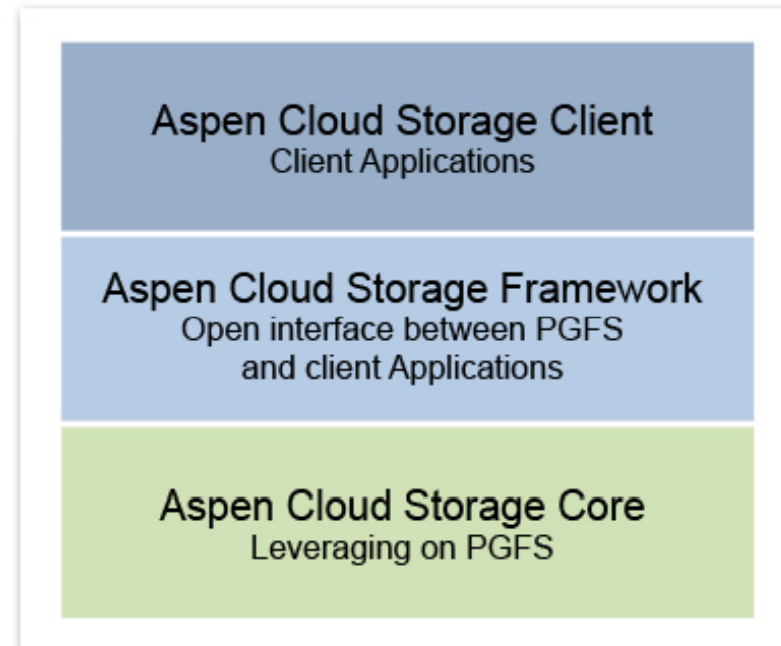


- Aspen is the brand name of a series of cloud based services offered by Powerall
- Aspen Cloud Storage is a global cloud storage
- Targets to Asian countries, deployed storage centers in Hong Kong, Beijing. Shanghai , Singapore, Japan, Malaysia will be deployed in first half of 2009.
- First Pay-As-You-Go based cloud storage in China
- Platform independent and access through standard RESTFul APIs
- Aspen Cloud Storage charges by 3 types of resource usage:
 - Transfer (upload or download)
 - Storage (amount of storage, in GB-Day)
 - Request (number of requests handled in cloud)

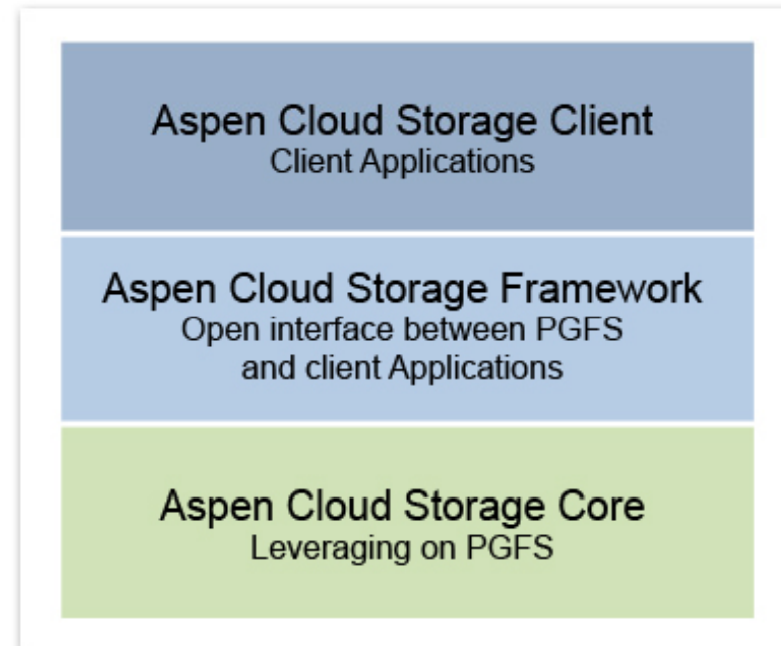
- Aspen Cloud Storage core is powered by PGFS. PGFS stands for ***Power-All Global File System*** which is a proprietary distributed file system developed by Power-All.
- PGFS provides:
 - Real time data replication
 - Unlimited scalability
 - Single storage namespace
 - Parallel I/O
 - Performance direct proportional to size



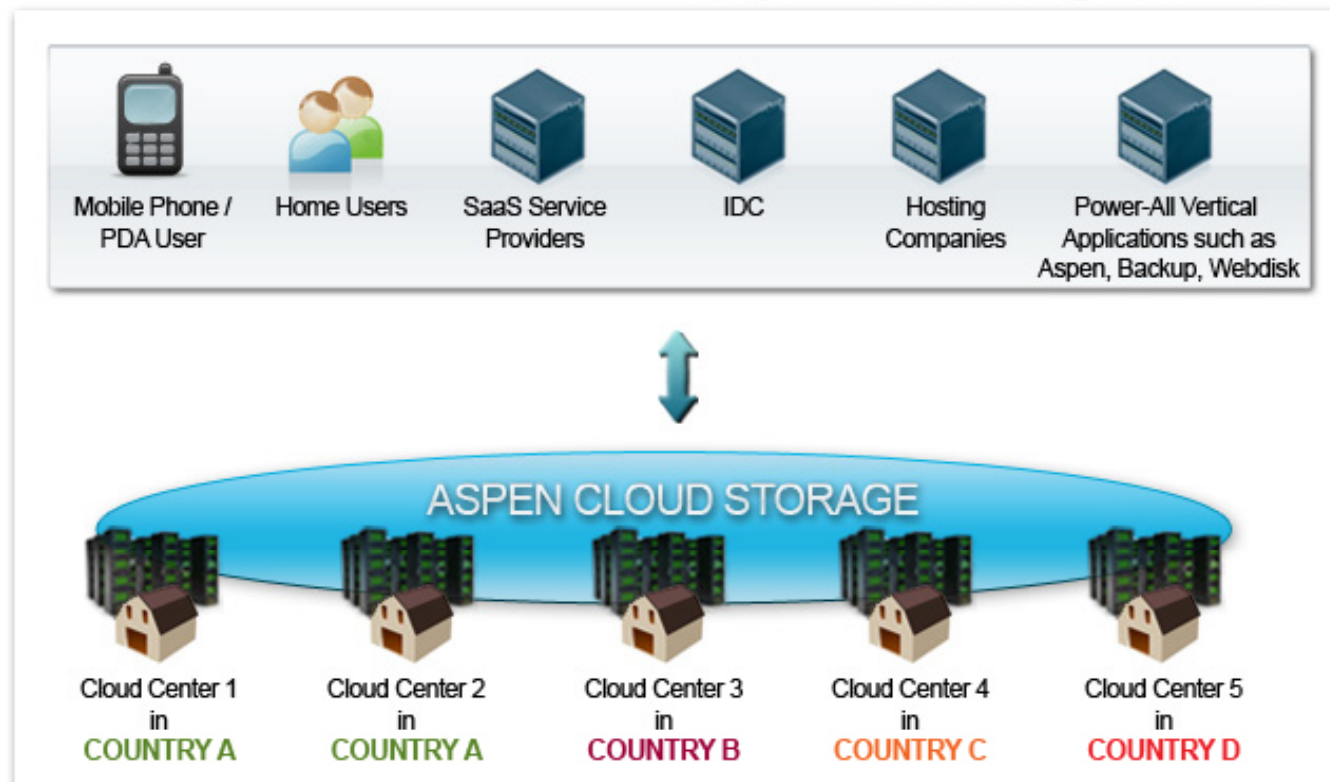
- Aspen Cloud Storage Framework is the proprietary software developed by Power-All. It provides a standard platform independent interface between PGFS and customers applications.
- Aspen Cloud Storage framework provides standard RESTful APIs. Most application languages and platforms can connect easily.



- Aspen Cloud Storage Framework consolidates all partnered IDCs into single namespace
- Aspen Cloud Storage Framework provides integrated and flexible billing system for different businesses

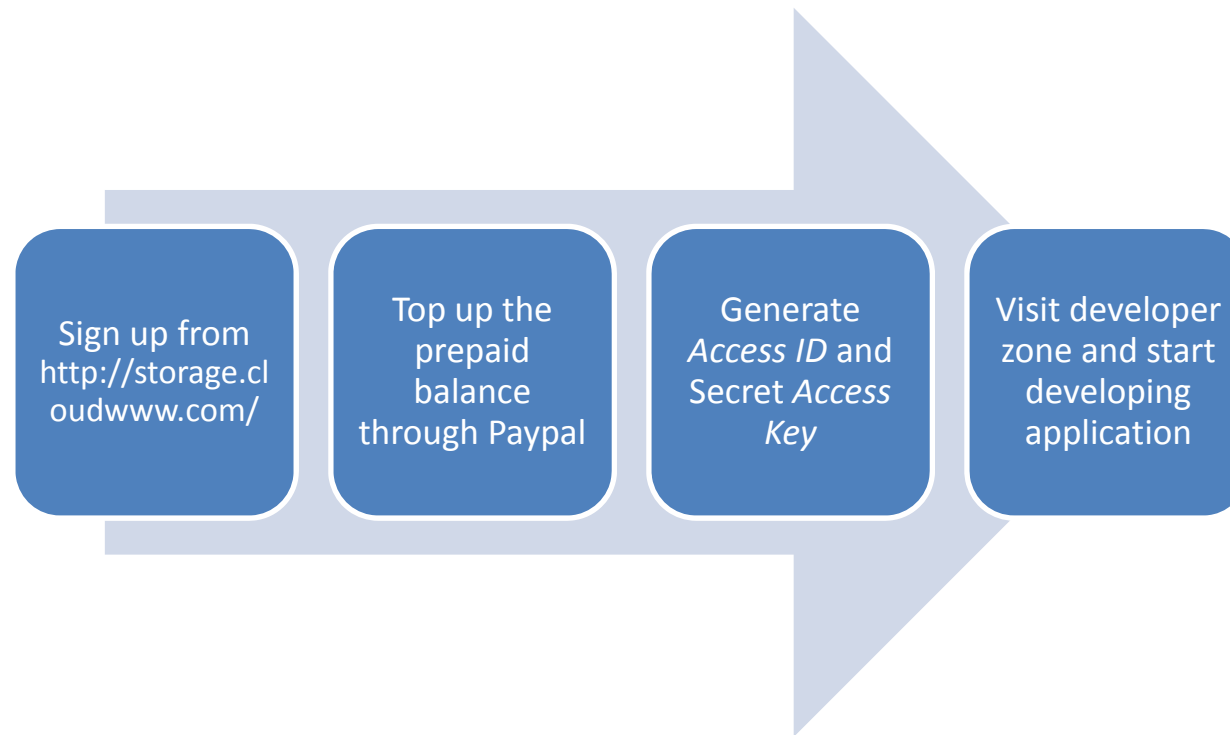


Aspen Cloud Storage Overview

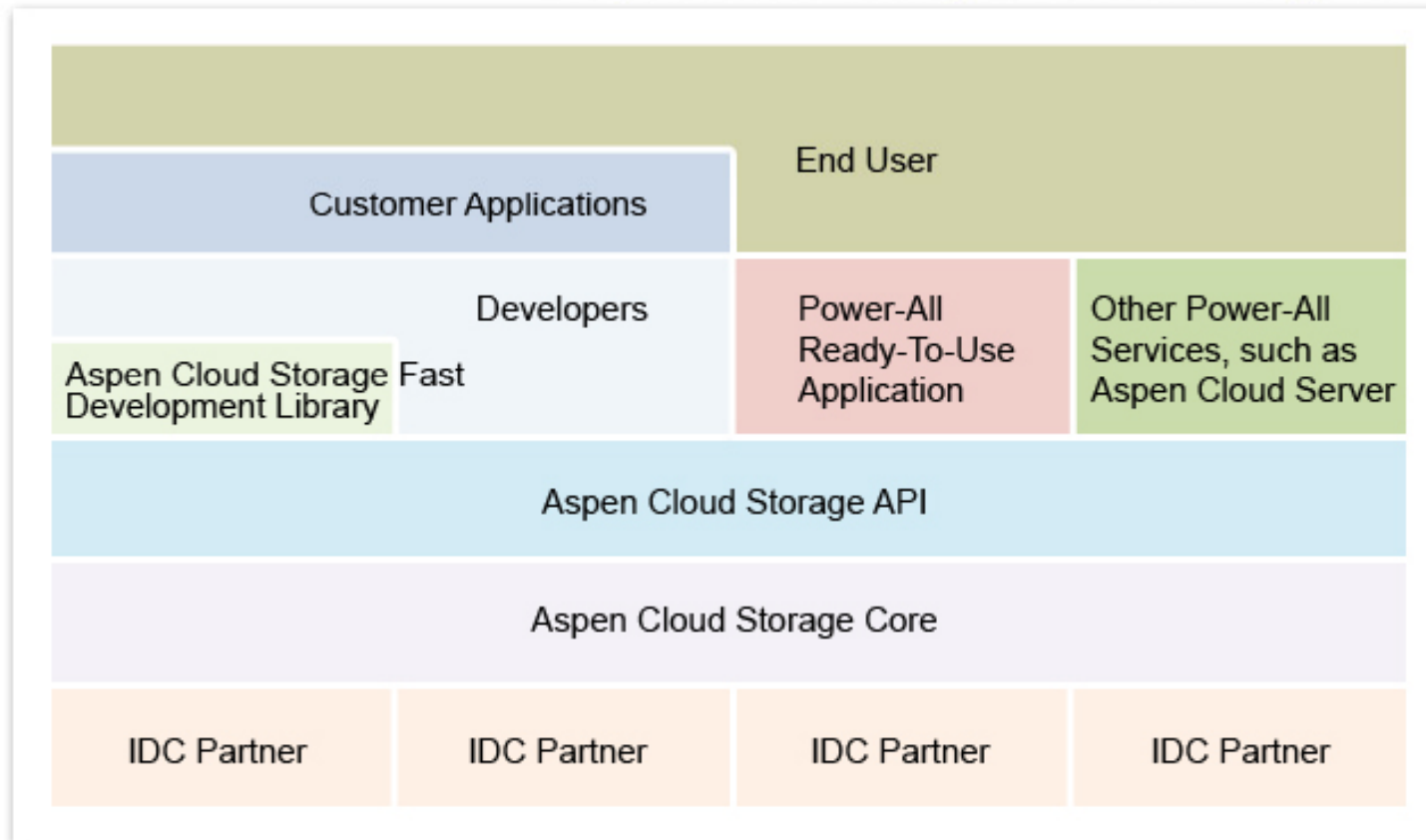


- No upfront cost
- Pay-As-You-Go billing model
- High reliability of data by real time replication
- Global storage with single namespace
- Platform independent
- Easy to use through standard RESTful APIs
- Unlimited storage
- Unlimited scalability
- Fully automated and self-serving service
- Fully localized for Asian markets especially China

Aspen Cloud Storage is fully automated self-serving service. Below are the **FOUR** steps in ordering to use Aspen Cloud Storage



Aspen Cloud Storage Structural Diagram



| | Who Use | Platform | Function |
|----------------------------|------------------------------|--|--|
| API | Developer | Platform Independent | It is the core Aspen Cloud Storage RESTful API open to developers |
| Fast Development Library | Developer | Most programming languages are supported | Developer can handle most basic operation using these lib without study of all API |
| Cloud Drive | End User (Desktop or Server) | -Windows - Linux | It is a virtual drive on operating system connected to cloud storage |
| Cloud File Explorer | End User (Desktop) | -Windows - Linux xwin - Firefox plugin -iPhone 3G | It is a file manager to manage files stored in Aspen Cloud Storage |
| S3-to-Aspen migration tool | Developer | | To migrate data from S3 to Aspen Cloud Storage |

- Multimedia content centric websites
- Web hosting companies
- WebDisk
- Server Backup
- Desktop Backup
- Storage for mobile device
- CDN providers
- Video surveillance archive
- Virtual infrastructure



- **IDC Partners**

Provides IDC facilities and resources powering global Aspen Cloud Storage

- **Application Partners**

Develop applications on top of Aspen Cloud Storage

- **Distribution Partners**

Provide distribution channels to Aspen Cloud Storage

- **OEM Partners (coming soon)**

Operate virtual separated Aspen Cloud Storage with dedicated namespace

Direct Customer

- Fully automated self-serving service
- Prepaid Mode
- Support PayPal online payment
- Pay-As-You-Go billing model

Branded Partner

- Support sub-accounts
- More convenience and higher flexibility managing re-charge process
- Consolidated monthly invoice

OEM Mode

(Coming soon)

- Same features as direct sales mode
- Dedicated namespace for OEM customer

- Aspen Cloud Storage is next generation of data storage aiming to provide a high performance and cost efficient solution to customers
- Aspen Cloud Storage is a completed and most powerful cloud storage service in Asia Pacific
- Aspen Cloud Storage is fully localized for China market based on solid infrastructure experience form Power-All
- Aspen Cloud Storage saves infrastructure expense to companies

Thank You

For more information, Please visit

<http://storage.cloudwww.com/>

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