

Mobilicom doubles its market potential with release of SkyHopper PRO V

- **Expands capabilities into video processing & analytics**
- **Dramatically increases revenue potential by addressing twice the share of the drone's value**
- **Faster market penetration and increased market share – offering a premium dual solution within one product at a highly competitive price point**
- **Higher customer retention by supplying two essential drone elements instead of one**

5 December 2017 – Mobilicom Limited has released its third product from the SkyHopper entity, the SkyHopper PRO V, an enhanced offering that provides video processing and analytics capabilities in addition to a communication solution. The SkyHopper PRO V is targeted at professional drones within security, mining and infrastructure inspection applications.

By offering video processing and analytics capabilities, SkyHopper PRO V addresses a larger total available market by offering not one, but two essential elements of the make-up of a drone. With this, SkyHopper by Mobilicom expects to increase its share up to 25-35% of the drone's overall value (up to 10-15% video processing and analytics & up to 15-20% communication component), thereby driving higher revenues with a single purchase.

In preparation for the SkyHopper PRO V release this week, the SkyHopper by Mobilicom team has already validated the product with select customers, establishing a high market traction for the solution.

SkyHopper PRO V provides a more attractive offering to the market by selling more at once to the same customer, while also offering twice the performance as the industry standard. Current drone data link solutions available in the industry offer either one encoder or one decoder per unit, and in many cases, none at all, requiring the customer to invest in external encoder/decoders. SkyHopper PRO V offers two encoders and two decoders built-in to each unit, as well as three parallel data connections, so customers get more value for money over other solutions. SkyHopper PRO V's bundled single-box solution of both video and communication components places SkyHopper by Mobilicom in an advantageous market position to capture market share in the video processing & analytics segment it has entered.

In selling a single-box bundled solution SkyHopper by Mobilicom also expects to increase customer retention. By servicing two essential areas of the drone, the customer will benefit in time, money and effort by going to a single supplier as opposed to multiple suppliers.

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"Providing a broader offering in a single solution increases our market potential, giving us a bigger piece of the pie with this audience," stated Oren Elkayam, Mobilicom CEO.

"We are excited to extend our capabilities with SkyHopper beyond being solely communication based, providing our customers across drones and robotics with a more holistic product offering. The launch of SkyHopper PRO V is the first step in implementing that strategy."



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About Mobilicom

Mobilicom is a high-tech company that designs, develops and markets solutions for mission critical and remote mobile private communication networks without the need for, or use of, any existing infrastructure. Mobilicom's products and technology are based on an innovative approach that merges 4G communication with Mobile MESH technologies into a unified solution, with a number of product families that have been commercially deployed. Mobilicom develops in-house and fully owns all assets for its unique technology and solutions, including: 4G modem, MESH networking, radios, HW & SW applications, among others. The technology is backed by its patent holding and know-how.

www.mobilicom.com

About SkyHopper

SkyHopper, the newest entity founded by Mobilicom Ltd. in 2016, targets the Professional, Commercial and Industrial UAV market, by leveraging Mobilicom's core technology as well as its success in the Gov't and Enterprise market. The SkyHopper family of products offers a wide range of solutions that have begun launching in April 2017. Despite the recent launch, SkyHopper PRO has already developed a track record with reference partners and customers on a global level: <https://youtu.be/tcn90SBWy04>. Furthermore, SkyHopper has gained an international presence with its sales and marketing activity and continues to build upon its excellent market traction among industry leaders.

www.skyhopper.biz