

# Apload Inspire – Content Provisioning

## SOLUTION DESCRIPTION

Over-the-air provisioning of content to mobile phones gives users instant access to new exciting services. The possibility to download any content – from ringtones to complex applications such as online games and business applications – has taken the market proven personalised phone concept to the next level.

The Inspire Content Provisioning solution is a complete solution for management, verification, presentation and on-demand distribution of all types of mobile content over-the-air to wireless devices. By deploying the content provisioning solution, service providers are able to offer over-the-air delivery of attractive games, logos, screensavers, wallpapers, polyphonic ringtones, business applications or even video samples to its subscribers.

### THE SOLUTION

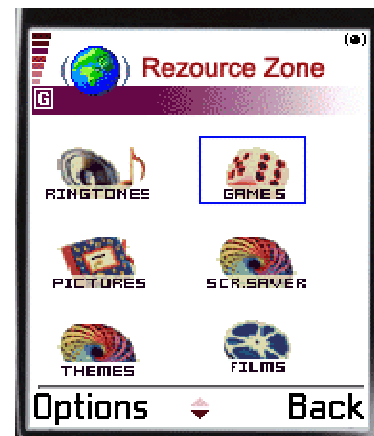
Offering a profitable, secure and popular content provisioning service requires more than handling just the actual content delivery. Business critical issues that need to be taken care of include attractive presentation of content, easy to use content ordering, content verification, content to terminal matching, rating and billing and digital rights management. Apload has taken all this into account to develop Inspire Content Provisioning, the only solution you need to offer secure, reliable and future proof content provisioning.

### THE END USER EXPERIENCE

Ease of use is the key to having satisfied customers and to ensuring that they continue to use the service. Customers want to find and order the right content, optimised for their specific terminal with a minimum of fuss. With Inspire Content Provisioning, the customers are presented with only relevant content matching their personal preferences and terminal capabilities. The customer can browse, find and order applications through a variety of channels.

Using the built-in templates and the fully featured API set included in the Content Provisioning solution, customised user interfaces can quickly be developed to attractively present content using web, WAP, SMS or through a voice based (IVR) interface. By clever categorisation, previews and content to terminal matching, the solution ensures the minimum number of clicks to make a purchase, encouraging spontaneous content purchase and hassle-free downloading.

The user interface toolbox includes functionality such as category trees; keyword searches and top-ten download lists. Upon finding the desired application the delivery is initiated by clicking a link in the WAP or web-interface or by sending a premium rated SMS to the server.



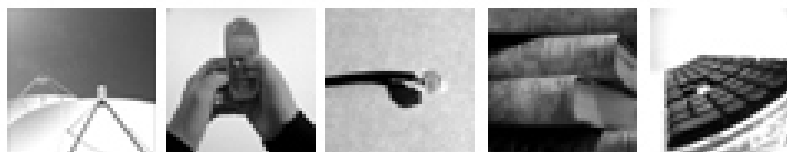
## CONTENT MANAGEMENT AND SECURITY

The Inspire Content Provisioning workflow engine manages the complete life cycle of content. Each stage of the content flow is securely handled, from the initial submission by a content provider, through to the editing, verification, content modification and charging for the content on the customer's phone.

Using the content management interface, content can be added, modified, categorised and published in a very efficient way. The content management interface may be securely outsourced to third party content providers allowing maximum flexibility, while still ensuring the highest quality of service to customers.

The content provisioning solution is content type neutral, supporting any mobile content type, such as Games (based on J2ME or Mophun), monophonic and polyphonic ringtones, wallpapers, screen-savers, video and more. New content types can easily be added using the management interface, ensuring a future proof solution. Support for new terminals and emerging over-the-air delivery standards can easily be added and managed as they become available.

By continuously logging and presenting real-time statistics for usage follow up, Inspire Content Provisioning makes it possible to tune and modify content offering and business models in order to maximise revenue and subscriber satisfaction. Statistical graphs and tables include most popular applications, the busiest times of the day and week and most used end-user terminals.



## KEY FEATURES AND FUNCTIONALITY

Through the server management interface the solution can be fully managed. This interface allows management of sites and site attributes, system users, supported terminal and content types, as well as system wide filters, application wrappers and business models.

The solution features content verification and content filtering functionality guaranteeing the safety and integrity of content made available to customers. The solution also implements Digital Rights Management (DRM) as standardised by the Open Mobile Alliance (OMA).

The service can be completely integrated to the operators billing and/or premium-SMS infrastructure, to enable per download or subscription based billing. It is prepared for both pre- and post-paid billing, fitting any requirement. The service ensures that no billing is initiated until the customer's purchase has been verified, minimising customer care efforts and costs. Should it still be necessary, the fully featured Customer Care functionality allows tracking individual transactions made by each customer.

The unique Virtual Sites feature makes it possible to create several sites with independent user interface, content, language, look and feel and billing integration and using one single installation. This dramatically reduces installation, maintenance and hardware costs.

### For additional information, contact:

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