

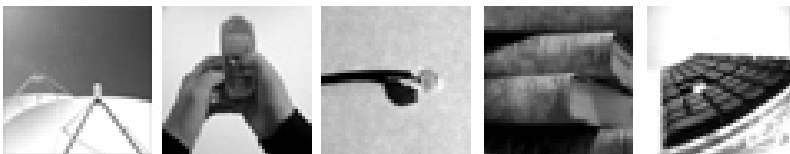
# Appload Inspire Suite

## CONCEPT DESCRIPTION

By introducing the right mobile data services to the right audience at the right time, you as a service provider can improve your capability to attract and retain mobile data users, drive revenues and reduce churn. The Appload Inspire Suite consists of a range of value added mobile services that individually or combined offer a unique market differentiation concept.

The suite provides services targeted at all categories of mobile users, and is an ideal vehicle to educate and inspire subscribers to use services more frequently. By introducing the *Try*, *Use* and *Enhance* concept, Appload enable service providers to tailor the best mobile service portfolio for their specific business opportunities and needs.

Let's inspire!



For Appload, there is no such thing as the average mobile customer or end-user. In fact, we see no customers at all. What we see are individual persons around the globe, each having their own level of interest, know-how and perception of what value mobile services can give to them. To find a consistent and profitable way forward, there is of course a need to generalise a bit, but the more a service provider can tailor their services to meet each individual's specific interests and needs, the more success will come from their mobile service business.

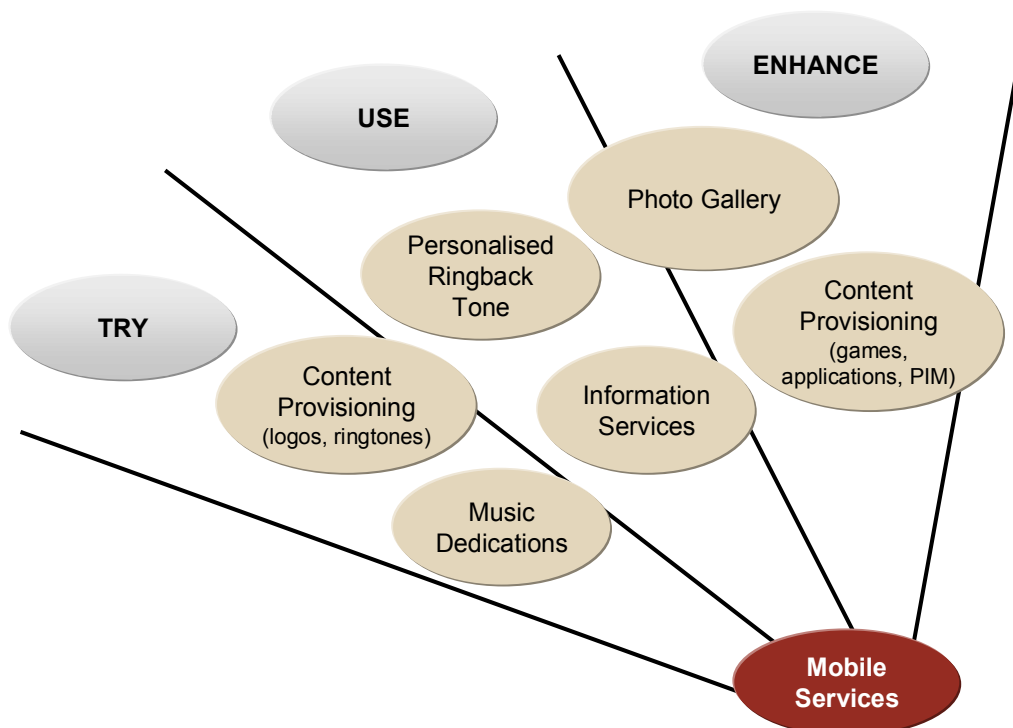
## THE END USER EXPERIENCE

The *Try*, *Use* and *Enhance* concept revolves around one basic observation – we are all different. For simplicity reasons, we have grouped mobile data services to fit the following categories of individuals:

**TRY** – Services for the inexperienced. Services must be simple, cheap and easy-to-use to encourage the first buy, and get going. No terminal settings should be necessary, and viral marketing is of great importance. The key is to attract new individuals into the sphere of mobile data services, and once there, to retain and educate them further.

**USE** – Services for semi-experienced individuals prepared to make the most out of available services on their mobile handset. The aim for the service provider is to increase traffic and usage of handset features, and to add value to existing handset functionality. This group of individuals is potentially less sensitive to the price of services, but at the same time more demanding on quality and user experience.

**ENHANCE** – Services for early adopters who want to push the limits in the search for interesting new services. Here, the individuals are looking for ways of enhancing their handset capabilities and user experience, as well as the possibility to personalise their terminal and service behaviour. This group is important, both as a “test bed” for new services, as well as being the pioneers in accepting new services and driving demand for continuously improved mobile services.



With the Inspire Suite, Appload introduces a palette of carefully thought through mobile data services that are designed to attract different groups of individuals. Built on architecture with re-usable components, uniform user interfaces and common integration points, the services can run individually or in symphony.

Simplicity in all aspects has been the motto when designing these services. It is easy for the end-user to order and use the services, it caters for easy integration in the service provider network, and it is based on an architecture enabling the lowest possible cost of ownership.

## THE APpload INSPIRE SUITE

The Appload Inspire Suite consists of the following services:

**Inspire Content Provisioning** – Inspire Content Provisioning is a market proven solution for management, presentation, purchase and over-the-air download of any mobile content. Handling the provisioning of ring-tones, Java games and applications, screen-savers, wallpapers, logos and Microsoft and Symbian applications, it is the ideal solution to offer profitable content downloading services.

**Inspire Information Service** – A new SMS or MMS based channel can be created in minutes and connected to any information source to deliver up to the minute information such as News, Weather, Finance, Sports and offer, for example, sport clubs the chance to create their own channels to push out information to their fans for ticketing, trade and awareness creation.

**Inspire Photo Gallery** – Utilising the power of camera phones and MMS, service providers can offer new, interactive photo services to their customers. The service allows mobile phone users to create an on-line photo gallery to store, modify and distribute pictures from their camera phones on the Web.

**Inspire Music Dedications** – A market leading solution used to create personalised dedications and greetings for friends and family on that special occasion or just for fun. Choose a song, record a message and decide when to deliver. The service will call the recipient and deliver the dedication at the chosen time.

**Inspire Personalised Ringback Tones** – A service offering you the opportunity to personalise the tone played while you wait for someone to pick up the phone or if the line is busy. Select for example jokes or popular songs from the chart and anyone calling you will hear your selected tune instead of the traditional beep tone.

**Inspire Instant Hosting** – Appload offers to setup, manage and operate any mobile service in the Inspire Suite for any service provider globally, combining a low initial investment with a minimal time to market. Using the Instant Hosting service, you can focus on managing your customers, instead of your services. Leave it up to Appload to create your economy of scale by operating and managing your mobile data services.

**Inspire Tailor-made Services** – To further secure mobile data service uniqueness for our customers, Appload offers to create tailor-made services to fit your requirements. By utilising the power of the Inspire Suite, and re-using existing building blocks, we can offer new, competitive solutions fast, and at a very competitive price.

**For additional information, contact:**

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