

# Apload Inspire – Personalised Ringback Tones

## SOLUTION DESCRIPTION

The concept of personalised ringback tones is a natural development of the current ringtone download market. Ringback tones allow mobile subscribers to customise the idle call connection tone with music, celebrity greetings or even jokes. Callers to the user's phone hear the selected content (such as the latest hit song) until the call is answered. With the Inspire Personalised Ringback Tones solution, service providers can offer their customers the possibility to personalise ringback tones. 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.

With the Personalised Ringback Tones solution from Apload, service providers can retain and further develop their ringtone business by offering a unique differentiating concept. The opportunity for viral marketing is high – potential customers will be exposed to the service involuntarily when calling family & friends.

The solution works in concert with an IVR and an IN SCP/SEP to create a service that manages music content, royalties, subscriber configuration and provisioning.

### EXPRESS YOURSELF...

Give friends and family your personal touch while calling you. Show a glimpse of your mood and personality by playing different music or jokes while they wait for you to pick up the phone. Make a statement with your choice of music. What can be a better trigger for an opening line with a new friend than your choice of music, and how they too can subscribe to the service?

Define what tones shall be played to anyone calling by browsing and selecting from the extensive music catalogues provided by the Inspire Personalised Ringback Service.

Make the service even more interesting by configuring different tones for different people, or decide which ringtone to play at different times during the day. Why not let your party friends, tennis team or closest family hear a dedicated ringtone.



### THE END USER EXPERIENCE

The Inspire Personalised Ringback Tones solution offers user interfaces for everybody, fixed or mobile, advanced or novice. Ring the automated voice response system for step-by-step instructions or set up the service using a web or WAP browser. See the advertisement in the paper and send an SMS to get the latest chart topper.

## KEY FEATURES AND FUNCTIONALITY

**Music Management** – The music collection is handled using Appload's proven content management system that organises the music collection provided by one or more content providers. This ensures that royalty tracking is both streamlined and secure.

Whether you bulk upload music, micro manage it using the administration web interface or connect to the system using the APIs, the system is designed to suit your needs.

**Billing Model** – This service can be completely integrated to the operators billing and/or premium-SMS infrastructure. The user can be charged a monthly subscription or per configuration change.

**Royalty tracking** – The service stores all the necessary information to provide royalty payments based on the music played, and provides detailed statistics on what music is the most popular sorted by date, artist or content provider.

**Content Provider Management** – One or more content providers manage the music content. The service manages the content provider account details and privileges in the system. Through the account management interface, it is possible to add, modify and delete content providers and modify their privileges.

**Flexible Configuration** – Different users have different requirements, from the simple to the advanced. The user can start with a simple configuration covering all users all the time and gradually personalise it by creating groups of people with individual music selections or base the music selection on the time of day.

**Universal Accessibility** – The service comes with many different user interfaces that cater for all types of users: both beginners and advanced. Novice users may use the voice interface and more advanced users the web or WAP interface. For the impatient, there are also SMS and USSD interfaces.

**Subscriber Provisioning** – The solution takes care of all provisioning needs in the network. The subscriber may use any one of the following user interfaces for registration: Web, WAP, SMS, USSD, IVR and SIM Toolkit (WIG).

**Customer Care** – The Customer Care interface provides administrators with access to all customer configurations using a web interface.

**De-provisioning** – The solution supports both manual and automatic subscriber de-provisioning due to inactivity or lack of configuration.

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