

# Apload Inspire – Photo Gallery

## SOLUTION DESCRIPTION

With the growing popularity of camera phones, there is a need to provide services to match. The Inspire Photo Gallery meets that need by providing first-class wireless access to photo management services.

Subscribers will be able to extend the usefulness of their camera phone by providing ready-to-go online storage. The ability to store and retrieve photos online will fuel an increase in the operator's MMS and WAP traffic.

The Inspire Photo Gallery does more for your subscribers by providing the tools to organise photo collections for publishing onto the Inspire Photo Gallery powered Website for viewing by family and friends. As the popularity of the service grows, operators can extend the service with a printing feature to deliver quality hardcopies of photo selections.

### SHOW YOUR STYLE

Spontaneous photos are often the best and camera phones are making it happen. People are taking more pictures than ever before. Users are looking for services and tools to help them store, organise and distribute their growing photo collections. Inspire Photo Gallery makes it easy; with a service to manage photos from start to finish.

The Inspire Photo Gallery provides a user-friendly environment for camera phone users to save and share photos with family and friends. The photos will always be easily accessible and viewable from the phone. Customers sending photos using the service are also promoting the service to future potential customers – a very desirable effect.

The service promotes use of the network. When photos are uploaded from the phone, it is no longer necessary to keep the photos on the phone, freeing up valuable space for capturing more images.

The online storage has the added benefit of providing a personal web space for organising and displaying photo collections. This encourages customers to take more photos to build their collections and even create a daily log for family and friends. The service promotes brand recognition and provides advertising opportunities for more products and services.



## MORE THAN JUST PICTURES

The website features tools to help customers make the most from their subscription, whether they pay a monthly fee or a per message fee. The website features an address book for each customer, which can be used to send photos to a friend via MMS, e-mail or SMS with a WAP address.

Instant publishing of pictures empowers users to go on the road and provide regular feedback to friends about their progress. The combination of pictures with sound provides a daily log of the subscribers' activities.



Photos can be taken with the highest resolution and look their best on the website even if the phone cannot display them properly. Customers can also use their low data rate WAP connection to browse through their collection because Inspire Photo Gallery creates a thumbnail of every photo uploaded. Phone users can then click on a thumbnail to view the full picture.

Customers have access to a user-friendly web or WAP interface for administering their online collection. Photos can be uploaded from the phone with text and sound and then organised by customers to build a story of events to entertain their friends and family.

## LOW ENTRY BARRIER

The Inspire Photo Gallery gives you the chance to claim a share of this lucrative market. The deployment and maintenance effort for the service is low. Revenue will come from many different sources: per month billing or billing based on the number of photos stored or advertising fees on the website.

By continuously logging and presenting real-time statistics for usage follow up, the Photo Gallery makes it possible to adapt business models in order to maximise revenue and subscriber satisfaction. Statistical graphs and tables provide feedback on the busiest times of the day and week and most used customer terminals.

This service can be completely integrated to the operators billing and/or premium-MMS and SMS infrastructure, to enable per upload or subscription based billing. It is prepared for both pre- and post-paid billing, fitting any requirement.

Should it be necessary, the fully featured Customer Care functionality allows tracking of individual transactions made by every customer.



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