

Mobile@Works

Version 3.10

MOBILE CONTENT SOLUTIONS MADE AFFORDABLE

Mobile@Works delivers out-of-the-box mobile content Management tools to Mobile Content provider. The system provides full complete solution with cutting-edge mobile technologies, the whole process that a mobile content provider needs.

WYSIWYG User Interface::

The intuitive WYSIWYG graphical interfaces allow the mobile content provider to manage the Mobile Content at ease. The mobile content management tools within Mobile@Works not only provide real time statistical analysis and reporting of the downloads hits rates of the mobile content items; subscribers download activities, as well as incoming SMS traffic and outgoing SMS traffic.

Mobile Content Disseminations::

The system allows dissemination of mobile content like CLI/Operator Logo, Picture Messages, Ring tones, MMS Color graphics, Polyphonic, Mobile Java Games, text-based jokes via WorldLink SMS Gateway Plus(PPG Enabled). In addition, the system has an in built group messaging capabilities, which enable the content dissemination via SMS to targeted audience groups.

Customer satisfactions/Support System::

Customer support/stratifications is the key to success in every business. Mobile@Works provides three different channels which mobile content provider can disseminate the information to its subscribers: via SMS technology; via the Internet technology; via IVR Technology. In addition to the multiple platforms for mobile content dissemination, Mobile@Works comes with a mini helpdesk, which is able to support subscriber real time automatically, or with the help of a customer support officer.

Protect your intellectual property Rights::

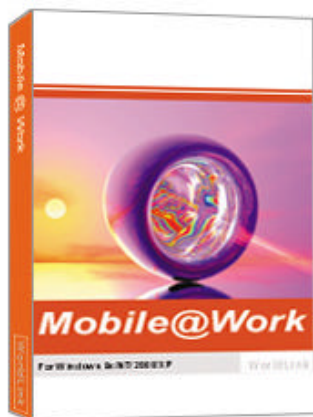
Protect your intellectual property with Mobile@Works! Though it is important to have a system that can provide mobile content; but it is also critical to have a system, which can provide high security to curb the duplication of your mobile content. Mobile@Works Copy-Fail technology allows you to restrict your mobile content to be copied directly from the Internet.

Exporting mobile content for advertisement made easy::

Need to manage your advertisement content? Mobile@Works provides one-click exporting of graphics and HTML file for you to build your advertisement, like top ten mobile content items, latest hits, etc.

Online Color Image Personalization toolbox::

Mobile@Works provides an online MMS color editing tools to cater your content subscribers the flexibilities to personalize the graphics online according to their preference.



- Pre-Paid Cards Creation
- WYSIWYG User Interface
- Mobile Content Disseminations
- Customer Support Module
- Web based interface (ASP)
- Data Analysis
- Comprehensive Reporting
- Online Image Personalization
- Supports MMS Content Downloads
- Supports SMS Content Downloads
- Support Text-based Content Downloads
- Group SMS Messaging
- High Security Access Control



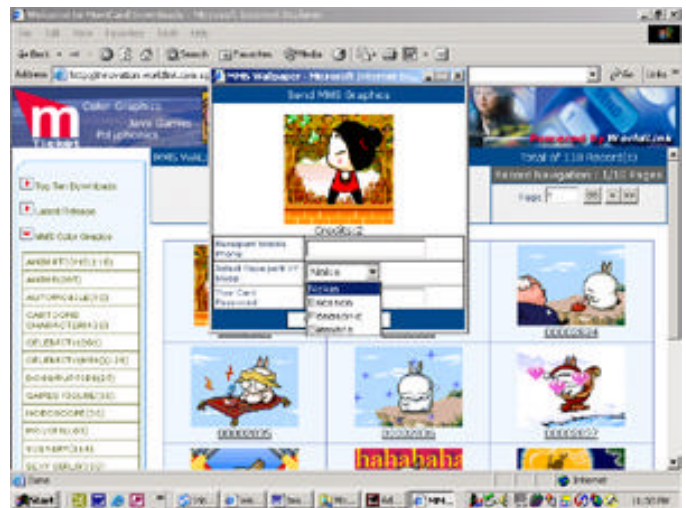
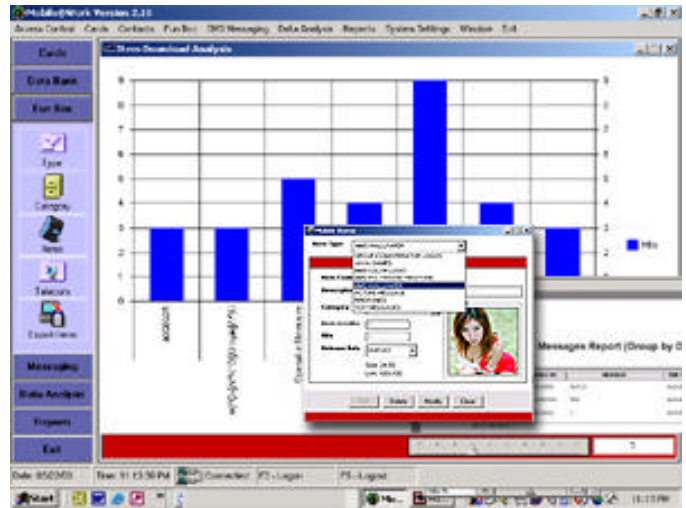
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KEY FEATURES:

- Pre-paid Cards Management Module
- Pre-paid Cards Credits Control Module
- Supports Auto Alert upon Credits low
- Supports Mobile Content (SMS/MMS) Retrieval via SMS/Internet
- Mobile Content Real time Hits Reporting
- WYSIWYG Navigation user interface
- Mobile Content (SMS) Previewing
- Mini Helpdesk Module
- Web-enabled Mobile Content Platform (Fully ASP Pages)
- Security Access Control Module
- In-built Wap Push Proxy Gateway (PPG)
- MMS/Wap Access Control module
- Group Short Message Broadcasting (SMS)
- Statistical Data Analysis Module
- Comprehensive Reporting Module
- Customer Grouping Module
- Color Graphics (MMS/Wap) Management
- Polyphonic (MMS/Wap) Management
- Java Games (MMS/Wap) Management
- CLI/Operator Logo (SMS) Management
- Picture Messages (SMS) Management
- Ring tone (SMS) Management
- MMS/SMS Items Batch Importing
- MMS/SMS Items Batch Exporting
- Color Graphics (MMS) Editing via Internet (ActiveX Control)
- Internet Copy-Fail Control
- Telco Independent



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SYSTEM REQUIREMENTS:

CPU – Intel Pentium II

HDD – 120 MB

RAM – 64 MB

SMS GATEWAY – WorldLink SMS Gateway Plus(PPG Enabled)

MODEM – GSM/GPRS Modem

DATABASE – Windows SQL Server

OS – Windows 98/NT/2000/XP

Mobile@Works System Architecture Outline

