



# Technology Platform for Mobile Services

## Our Leading Edge

Rich Movidilo applications for intuitive mobile self-service customer care, marketing and value-added solutions are enabled by the unique Movidilo platform designed for leveraging the mobile channel. This platform allows Movidilo applications to offer high quality multimedia assets and feature rich functionality together with dynamic interactivity right in the mobile handset

Mobile diversity is supported by this highly flexible platform that provides uniformity and consistency across different mobile platforms and different device resources and technologies. All mass Movidilo application deployments and updates are intelligent and worry-free for the individual user and respect local handset resources as well as their selected services and preferences.

Mechanisms for smooth real-time responsiveness, remotely triggering Movidilo applications or directly switching to another channel from the mobile interface, serve to stimulate two-way interaction through tight integration with other channels, enterprise business processes and contents services of all kinds.

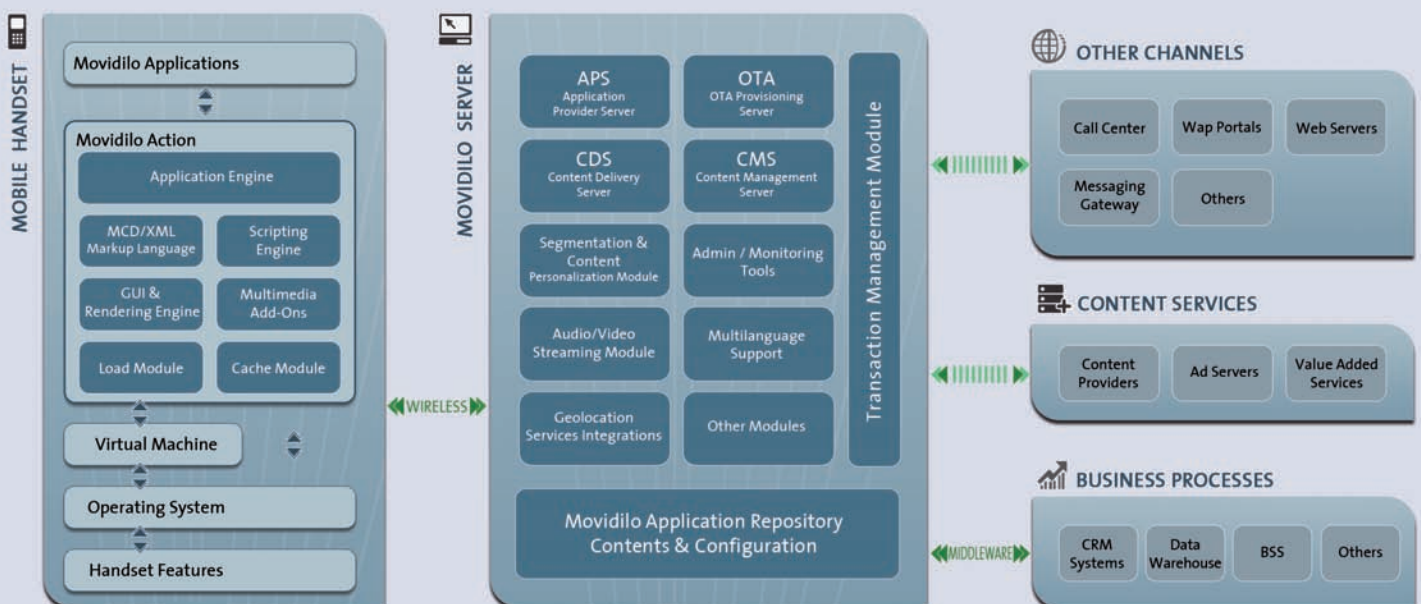
All that a mobile device needs to unleash the power of Movidilo applications is the Movidilo Action client software running on any Java-enabled or other mobile OS platform. This entirely manages one

or multiple Movidilo applications for mobile handsets. Mass deployment is straightforward despite the limitations of a heterogeneous pool of mobile handsets and different mobile platforms—Movidilo Action installs just once, regardless of the number of Movidilo applications managed.

Movidilo Server is the part of the scalable and robust carrier-grade Movidilo platform that fully manages all aspects of provisioning and serving Movidilo applications and content. It also takes care of all end-to-end integration and connectivity with back-end enterprise processes, content services or other channels to ensure that Movidilo applications always have the right content and support to mobilize any business process with the corporate functionalities required.

All together, this manifests in a rich and agile user experience with high-impact multimedia mobile interfaces, enhanced usability and live interactivity between enterprises and customers never seen before in the market place.

The Movidilo platform and applications open up endless possibilities for enterprises wishing to take their simple or complex services to their customers with the greatest quality in the mobile channel.

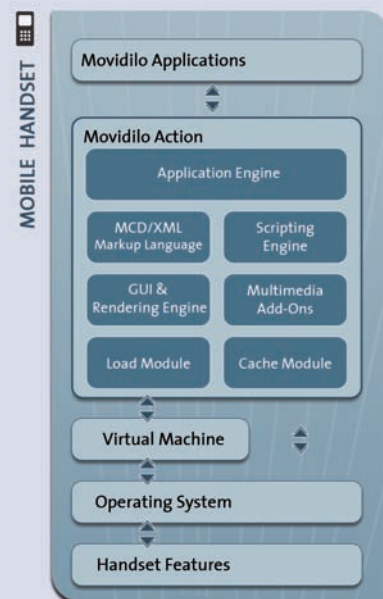


# Key Features and Highlights

## Movidilo Action

Movidilo Action is the client-side resident software, installed just once in mobile devices, that manages all kinds of Movidilo applications.

- ▶ The Application Engine manages, installs, updates and runs Movidilo applications
- ▶ The MCD Markup Language engine and the Javascript-based Scripting engine for the mobile interface process advanced multimedia content and logic in Movidilo applications
- ▶ The GUI & Rendering Engine provides enhanced feature-rich graphics and multimedia content specifically adapted to the mobile screen for any Movidilo application
- ▶ Load and Cache modules silently control and optimize performance in the mobile handset to ensure an agile user experience



## Movidilo Server

Movidilo Server constitutes the server-side software of the scalable and robust carrier-grade Movidilo platform that manages and provisions rich mobile applications and content, as well as interfacing with external systems and channels.

- ▶ Rich application repository to host Movidilo applications
- ▶ Application Provider Server manages the repository of Movidilo applications, provisioning, installing and updating these in a coordinated way with the Movidilo Action client
- ▶ OTA Provisioning Server installs Movidilo Action and the different Movidilo applications over the air to diverse mobile devices
- ▶ Content Delivery Server smoothly and proactively provisions different versions of static content resources to Movidilo applications in the client handset
- ▶ Content Management System provides dynamic content delivery through an integrated tool for quickly editing application content on the spot intuitively and easily
- ▶ Segmentation and Content Personalization to better target different user profiles, and deliver custom content, integrating with corporate segmentation information
- ▶ Additional modules offer integration capabilities for richer interfaces, such as audio/video streaming, multilanguage support, or geolocation services, among others

- ▶ Administration and Monitoring Tools: for configuring, operating and supervising the platform, managing Movidilo application deployments, upgrades and also includes reporting
- ▶ Transaction Management Module handles all connectivity and interoperability to third party and corporate systems, applying secure communications and policies adapted to enterprise needs:
  - ▶ Channel integration with SMS, MMS, WAP/Web portals, call centres, and IVR channels
  - ▶ Content services to deliver the latest to users seamlessly from ad servers, value-added service and content providers
  - ▶ End-to-end integration with enterprise business processes and IT systems like CRM, data warehousing, BSS, ERP, CCS and others to access and update in real time any data required by the services mobilized.

