



## Emoze for Mobile Operators

The mobile messaging market is experiencing phenomenal innovation and growth. According to pioneering technologist, Alan Kay, mobile data services will break the \$200B mark in 2010.

However, mobile operators are facing a difficult challenge because revenue may be rising but profit margins are getting smaller. Given increasing bandwidth and higher network speeds, the key to growing profits is to provide value added data services that enhance the quality of life for their subscribers.

The most desired data service and the one that most subscribers are willing to pay for is mobile email. Today, subscribers want mobility their way. Mobile subscribers no longer want only the solutions that have traditionally been offered by networks and operators. They want solutions that enable them to use the handset they want, the network they want and the ability to get all their emails and attachments from all their different accounts and they want to get it all on just one mobile device.

Emoze mobile push email solution provides the ideal solution for mobile operators enabling them to offer a mass market solution to every subscriber. Emoze provides a cost effective and simple to use solution that can satisfy the most sophisticated commercial user as well as consumers who don't want to know a single technical detail.

## Features & Benefits

### Killer Application for Mass Market

**Solutions for both consumers and enterprise of all sizes**

- Multiple Accounts – stay in touch with family, friends, social media and business accounts on the same mobile device
- Broad support for all types of email attachments – documents, pictures, videos, etc.
- Small Business Solution – low cost of ownership to maximize productivity

**Widest range of mobile devices**

- Any phone, any platform, any network – global access anytime, anywhere
- Supports Symbian, Windows Mobile, J2ME, BREW and Android
- Connection to personal information (PIM) – access contacts, make, edit and delete calendar appointments on compatible handsets

**Revenue Generator**

- Leverage mobile email to push data packages and 3G devices
- Increase Average Revenue per User (ARPU)
- Increase Subscriber Stickiness – provide desired value added services

### Simple and Easy to Use

**Simple for end user**

- Easy to download, install and use
- No need for technical assistance

**Simple for carrier**

- Integrates easily into the operators network
- Integrates into the operator's billing system

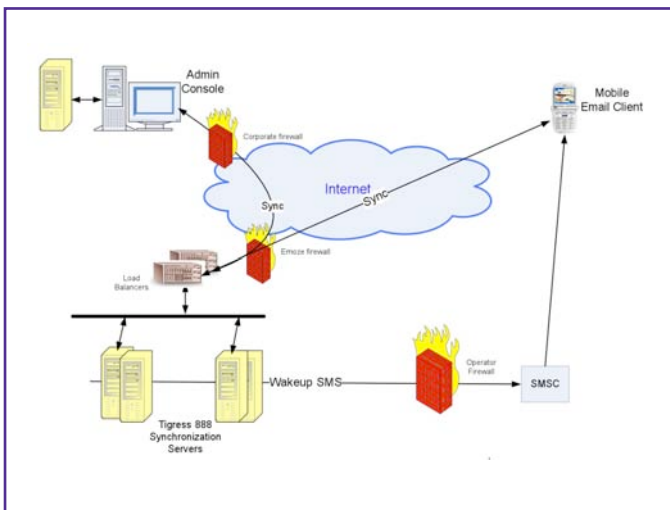
## Emoze Mobile Push Email

Emoze provides a fully Telco grade integrated solution that enables operators to provide a true mass market solution for push email, social network messaging and push content.

Emoze unique, synchronized messaging technology enables subscribers to stay connected anywhere, anytime. They can send and receive personal emails from both web email sources like Gmail and from their local internet service provider. In addition, subscribers can get their business email, social media messages and internet content all on the same mobile device. The system supports POP3 and IMAP4 accounts, and Outlook PIM (Personal Information Manager) data.

## Smart Routing

Emoze has developed a unique messaging technology based on content routing only. Emoze never stores any information while transferring messages from the data source (email server or social network) to the mobile device



Emoze's Phoenix server infrastructure is in charge of routing messages between the data sources (email servers and social networks) and the mobile devices.

When ever a new content (message) is detected on the data source (email server or social network) or when the user composes a new message the sync between the client and the server is done immediately. Although the client maintains an open socket all the time, battery consumption is optimized and data transmissions are compressed and encrypted.

## Emoze Phoenix Servers

Emoze combines its award winning software with a leaner more resilient infrastructure to provide a solution that offers mobile operators high efficiency and outstanding performance while it minimizes operational expenditures.

The modular design of the Phoenix L8, XL8 and XXL8 provides total reliability and scalability while sharing resources in order to maximize the use of expensive resources, such as power and cooling fans.

The Phoenix is comprised of a blade enclosure, which can hold multiple blade servers, which are computers without fans or power supplies. The blade enclosure is the chassis that delivers the necessary non-core computing services such as power and fans. By sharing these services within the unit, the Phoenix system eliminates bulky, hot, inefficient servers that may or may not perform at capacity. This saves both money and space.

The emoze Phoenix blade enclosure or chassis pools, shares, and optimizes power and cooling across all the blades. The result is more blades fit into a typical rack space. The result of using blades over traditional servers is more users are supported with less investment in server hardware. This reduces the total cost of ownership which leads to greater profits.

**The Phoenix L8** with 16 cards can support 250,000 users.

**The Phoenix XL8** with 32 cards can support 500,000 users.

**The Phoenix XXL8** with 128 cards can support 2M users.

The Emoze Phoenix servers are designed to share components not only within the chassis but between enclosures as well, making it fast and easy to create, customize and grow. Operational costs are reduced because it is possible to add additional storage and data protection without adding more cables or special management.

The obvious benefit of this packaging is exceptional reliability, scalability and management efficiency in a system that features the lowest cost of ownership.