

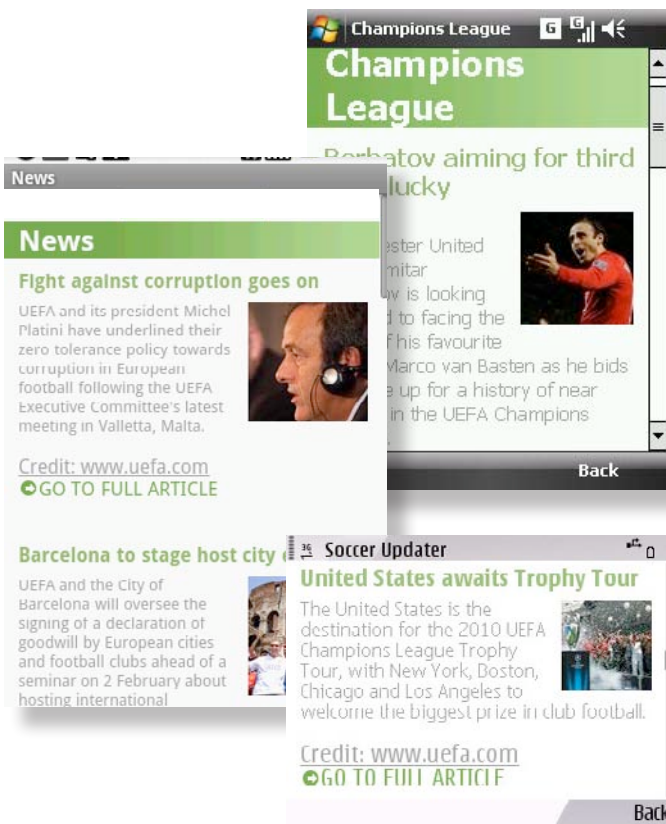
Mobile Push Content

No time to read a newspaper, no time to listen to the radio news, but you still need to know what is happening in the world? As an Enterprise, do you want to get offers and specially designed advertisements directly to potential purchasers?

The answer is Emoze Mobile Push Content. For Mobile Operators, Emoze Mobile Push Content offers a true value added service than can entice new subscribers and inspire loyalty in current users.

For Enterprise, Emoze Mobile Push Content offers an opportunity to push special offers and other advertising content directly into the hands of the consumer.

Emoze Mobile Push Content currently offers breaking news and sports coverage featuring the Champions League and counting down to the games in South Africa.



Features & Benefits

Mobile Operators

Breaking News & Sports

- Football Updater
- News Updates

Benefits

- Increase data usage
- Opportunities for advertising revenue



Enterprise

- Create unique offers that are transmitted via Emoze Mobile Push Content
- Real-time response to adverts - Alerts notify user that your ad is on their mobile device

Simple and Easy to Use

- Easy to download, install and use
- No need for technical assistance
- Integrates easily into the operators network
- Integrates into the Corporate network
- Lowest total cost of ownership for everyone

Emoze Mobile Push Content

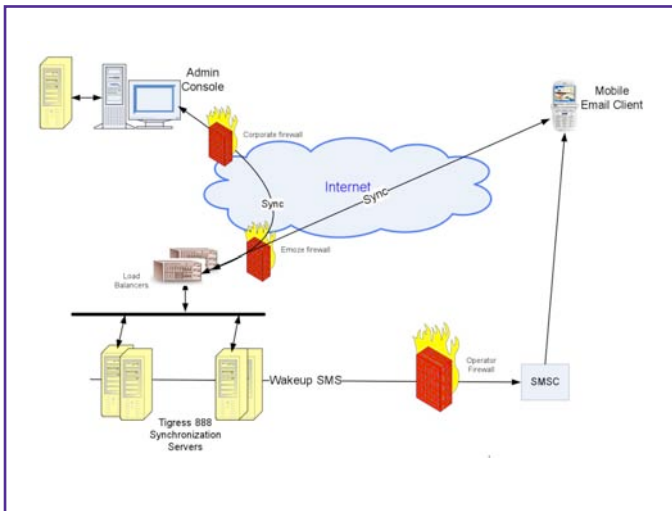
Emoze provides a fully Telco grade integrated solution that leverages its dynamic service solution well beyond email and social communities. Emoze can now push a wide variety of internet content directly to a user's mobile device.

Mobile Operators today face the challenge of decreasing voice revenues and shrinking profits. Emoze Mobile Push Content can bring additional revenue by providing the services that your subscriber desire the most.

Mobile Advertising is the wave of the future and Emoze Mobile Push content can make it happen for your business now. Emoze Mobile Push Content can be customized and deliver the message your business wants where you want it, when you want.

Smart Routing

Emoze has developed a unique messaging technology based on content routing only. Emoze never stores any information while transferring content from the web or portal to the mobile device.



Emoze's Dragon 555 server infrastructure is in charge of routing data between the mobile operator's web portal or the Enterprise's web site and the mobile devices.

Emoze Mobile Push Content supports all types of web content allowing the Mobile Operators and Enterprise great flexibility in selecting the type of content or advertising that will be sent to subscribers.

Emoze Dragon 555 Servers

Emoze for Enterprise combines its award winning software with a leaner more resilient infrastructure designed to provide both Mobile Operators and Enterprise with a solution that offers high efficiency and outstanding performance while it minimizes capital investment and operational expenditures.

Each Dragon 555 is a dual processor capable server equipped with essential performance features that create a cost-effective solution that offers more computing power with less power consumption.

The Dragon 555 servers are density optimized for flexibility and manageability. They are ideal for multi-server deployments and are available in both rack and cluster models.

The Dragon 555 server system is a smart infrastructure that enables business to adjust rapidly to changing business demands. The Dragon 555 servers are flexible, modular server configurations with shared power and cooling, enabling increased server density, enhancing performance per watt/sq. foot.

The modular design of the Dragon 555 provides total reliability, redundancy and scalability while sharing resources in order to maximize the use of expensive resources.

Dragon 555 – 1U – supports
15,000 concurrent users.

Dragon 555 – 2U – supports
30,000 concurrent users

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

