

Push-Mail for Handset Vendors



The strong growth of the smartphone sector has been well documented, but according to senior analyst Richard Windsor of Nomura Securities, speaking at the Open Mobile Summit in London, it has reached its peak. Gartner® notes that smartphones sales account for just a fifth of the 1.6 billion mobile devices sold in 2010. Brand-name vendors are under intense competitive pressure from new entrants who can offer mobile handsets with key features similar to those of smartphones such as mobile, push email built right into their microchip packages. Frost and Sullivan, a corporate research and consulting firm, notes that these devices produced by these companies are eating into the market share of the global handset manufacturing firms by offering devices with attractive features of the best-sellers at better prices.

Handset manufacturers, platform vendors and even network operators/carriers are competing over who is going to offer the most services. Any mobile device that can offer uncomplicated access to mobile, push email is attractive to consumers especially in portions of the world where most users do not have easy access to internet.

The Emoze mobile, push email solution can give a manufacturer the competitive edge by enabling them to upgrade their technology. Emoze provides a native push-mail solution embedded directly on the chipset, giving the user the same experience as a smartphone.

Emoze collaborates together with the handset vendor to integrate the Emoze push-mail solution directly on any chipset (i.e. MediaTek and Qualcomm®), enabling end users easy access to all the sophisticated features of a push-mail solution including PIM (personal information manager) synchronization and device file system access.

With Emoze's native technology for low-cost devices, manufacturers can challenge market leaders and continue to grow in their respective markets.

Features

Emoze offers handset vendors the ultimate competitive advantage – the opportunity to expand their presence in the value added services area. Mobile, push-mail services are especially appealing to consumers who need to stay updated in real time and want the ability to get their email pushed to their mobile device with no hassle and no need to continually check for new mails.

Emoze's smart, simple and secure solution gives consumers all the advantages of a smartphone without the price.

Smart

- Real-time email notification
- Supports POP3, IMAP, ISP, and web-based email
- Supports MS® Exchange and Outlook Web Access (OWA)
- Supports popular office features like contact and calendar event (PIM) synchronization
- Broad support for most standard email attachments
 - View most popular attachments such as Word, PPT, PDF, images, audio & more
 - Forward attachments without having to download or open them first
 - Preview large images at a fraction of their original size
 - Save attachments to the device file system
 - Insert files from device file system to email
- Multi-lingual ability to add or integrate any language

Simple

- Easy for users to configure accounts - 2 easy steps
- Familiar email experience with user-friendly interface
- Manage multiple email accounts

Secure

- Enhanced device authentication
- Using Advanced Encryption Standard (AES) Algorithm
- No duplication of user names, passwords, or emails beyond the mobile device or data source
- Over 90% compression

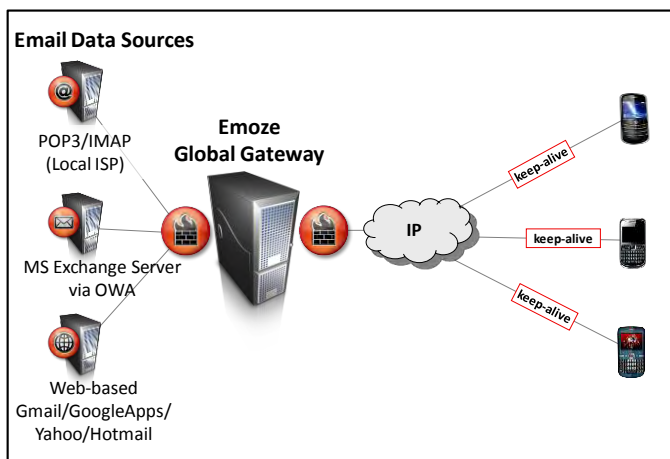
Emoze Push Technology

Native Technology

Handset vendors can now offer a low cost mobile device that can deliver Value Added Services (VAS) beyond voice and SMS. Emoze's native solution does not require any middleware (i.e. J2ME). It is based on patented technology that combines a synchronization engine with a notification agent that causes a real time pop-up notification every time a new email arrives. Even if the Emoze push-mail application is not running, the Emoze patented synchronization solution enables the user to receive messages. By turning the Emoze engine off completely, the user doesn't waste costly data transfers or compromising battery consumption.

Published Patents

- A Method & System for reliable symmetric data synchronization
- A Method & System of building and transmitting a data file for real time play of multimedia... for real time play of multimedia applications
- A Method & System of real-time multimedia transmission
- A Method & System of network media streaming



Emoze Smart Routing Technology

Smart Routing

Emoze offers a unique synchronization technology that is based on smart routing only. Emoze does not store (and forward) information on third-party servers while transferring content from the email account server to the mobile device and vice versa, thus avoiding data loss and corruption.

Benefits

Emoze enables handset vendors to offer mass-market phones that provide end-users with the smartphone features that consumers demand in a mobile device. With Emoze technology embedded directly onto the chipset, end-users enjoy the same messaging services that other high-end devices provide. Emoze technology also provides the end-user with security, privacy and the knowledge that important personal or business data is total protected and never stored (and forwarded) on third-party servers during data transfer.

Emoze offers:

- A full turn-key solution including integration, hardware, software, hosting, training, ongoing maintenance and support services
- Complete "Out-of-Box" solution:
 - Support for both Open-Market as well as Operator requirements
 - No need to depend on SMS delivery or require integration with operator's SMSC
 - Computer independent – no need to register or configure email account online via PC
 - No need for run-time environments or other middleware to access push mail application
- A true mobile push email solution that enables user to get messages in real-time without the need to constantly poll the server
- Lowest cost of ownership
 - Requires the simplest data plan – basic WAP access is sufficient to enable emoze on the device
 - Optimizes data bandwidth and conserves device battery power
 - Cuts data transfer costs when not in use
 - No expensive storage facilities required at back-end since user email is never stored
- Enables resellers to increase average revenue per user (ARPU) and ensure subscriber loyalty

Contact us: sales@emoze.com