

Push-Mail for Android Vendors



Android, Google's operating system for Smartphones, is fast becoming the most popular choice among smartphone consumers. Handset manufacturers know that the wave of the future is Android especially since the Android OS has passed Apple's iOS as the second smartphone platform in the top five European Union markets, according to Internet marketing research company, Comscore. According to Jeremy Copp, Comscore's Europe Vice President for mobile, Android's increasing popularity has played a large part in the "significant growth" of smartphone adoption from 2010.

The continuing growth of the Android operating system is significant, but consumers will still judge their mobile device by how well it serves them. The most important application that consumers look for on their mobile devices is push email. The Android OS has a built in POP3/IMAP and corporate mail client, but manufacturers can increase consumer satisfaction by embedding Emoze push email to give better, more secured, less expensive email, PIM, and messaging

Mobile, push-mail services are essential 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. Mobile devices that offer faster, more efficient service win every time.

Emoze gives everyone "Mobility Your Way". With Emoze push email embedded on your Android device, you provide amazing "Triple A" service - anywhere, anytime, any network/operator.

Emoze embedded on your Android devices significantly enhances the user experience providing superior performance and increasing efficiency of battery and data usage, while providing real-time push connectivity.

Emoze on Android makes your devices the most desired because they give consumers the best service.

Features

Emoze push email for Android gives faster, better, and more economical service than other email applications. With Emoze, users can easily and simply consolidate multiple email accounts on a single device. They can stay in touch with the office, friends, family and social networks all the time using any network.

- Simple
 - Easy account creation; users only need to enter an email address and password to access their email account. Most of the popular ISPs are already configured in the Emoze database, and Emoze can easily add new ISPs.
- Attachments
 - Receive and download attachments with supported transcoding, which reduces the size of image files significantly
 - Forward attachments from the server side without having to first download it.
- Remote wipe
 - Enables to remotely wipe the data on the device that was synchronized by Emoze.
- Anti-Theft
 - SIM card replacement alert- In case the device was lost or stolen
 - Remotely lock the phone
 - Send beeping alert which will cause the device to play a sound in full volume
 - Get phone location- User will receive an email or SMS with a Google maps link to the device's location
- Optimization
 - Emoze uses AES encryption optimized for mobile devices for safety and security.
 - Data compression of 90% and minimizes data and battery usage.

Emoze keeps the same look and feel that is already familiar to users. They can retrieve, send, reply, reply-to all, forward, copy or blind copy just like you did on your PC or laptop.

Emoze enables users to customize their mail service. Differentiate between personal and business by using different icons. Select specific musical ring-tones to identify the sender enabling users to know who is sending mail even before they answer.

Emoze Push Technology

Native Technology

The Emoze application (APK) is flexible and easy to embed and configure on mobile devices with Android operating systems. There is no need to make technical adjustments. Emoze supports IMAP, POP3, and Exchange servers 2000, 2003/2007 (with WebDAV) and supports IMAP IDLE, so all IMAP messages are pushed to the mobile device.

Exchange Server Technology

Android mobile devices with Emoze mobile push email embedded support local ISPs, web-based mail (Gmail/Hotmail/Yahoo) and MS Exchange servers. Although there are several APIs that enable access, Emoze uses Web Based Distributed authoring and Versioning and Exchange Web Service (WebDAV/EWS). This is a standard, open protocol and the most practical way to interface with the Exchange server.

This technology enables Emoze to access mailboxes on remote Exchange servers

Smart Routing

Emoze has developed a unique, patented technology that enables synchronized, push email on a wide variety of mobile devices via any mobile network operator.

The technology also protects privacy and security by enabling messages to be pushed from the originating mail server to the mobile device without storing it on an intermediate server. Emoze never stores private data on a third party server thus avoiding data loss and corruption.

Secure

The Emoze push engine not only encrypts all data transfers, it compresses the data as well. All compression is bi directional meaning that all data sent and received is compressed. Emoze enables compression of ninety percent (90%), which not only reduces the time needed to transmit the message reducing the cost of data transmission, but also conserves battery life as well.

Benefits

Emoze enables handset manufacturers to embed the best email, PIM and messaging technology on all their Android mobile devices. With Emoze there is no need for users to connect to Active Sync or be logged on to their intranet in order to use email.

Emoze on Android supports:

- 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

Emoze enables handset manufacturers to offer Android mobile devices that provide users with the messaging features that consumers demand in a mobile device.

- Smart – always on
- Simple – user-friendly
- Safe - End-to-end encryption
- Best TCO – optimized for better battery and most efficient data transmission.

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