



# Emoze for Mobile Operators

**NOW** is the time

# How Can You.....

- **Raise ARPU**
- **Prevent Churn**
- **Increase customer stickiness**

*Emoze Mobile Push Messaging and Content*

# The Challenge...

- **Mobile messaging market is experiencing phenomenal growth**
  - Reach \$200B in 2010 ... Alan Kaye, technology pioneer
- **Mobile Operators face difficult challenges due to shrinking profit margins**
- **Key to growing profits is providing value added data services**

# Mobile Push Email

- **Most desired data service – mobile messaging**
  - Subscribers willing to pay but they want it their way
- **Emoze offers a total messaging solution for Mobile Operators**
  - Smart
  - Simple
  - Secure
- **Give the most desired data service with your brand**

# Killer Application

- **One size fits all**
- **Emoze supports widest range of mobile devices**
  - Symbian, Window Mobile, J2ME
  - Brew, Android, iPhone
  - More as needed
- **Emoze supports all types of data sources**
  - Exchange and OWA for office accounts
  - Web-based like Gmail, Yahoo, Hotmail, etc.
  - Social Media like Facebook, Linked In

# Killer Application

- **One device – multiple accounts**
  - Connect to family, friends and office on the same device
  - Supports POP3, IMAP and Web-based mails
  - Supports social media sites
- **Emoze supports any network**
  - GSM/GPRS, UMTS, CDMA\WCDMA
  - Wi-Fi, WiMax
  - iDEN

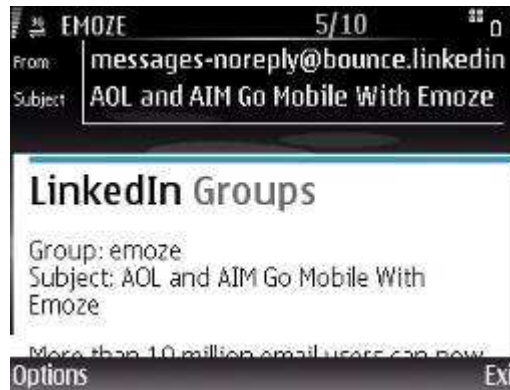
# Killer Application

- **Personal Information Management (PIM)**
  - Contact lists - Buddy lists from Social media sites
  - Calendar – make, edit and delete meetings and appointments
- **Simple to use**
  - Easy to download, install and load
  - Intuitive interface - mimics PC experience

# Smart Functionality



**Multiple Accounts**



**View Email in HTML**



**View Attach Size/Name**



**View Sub-Folders**

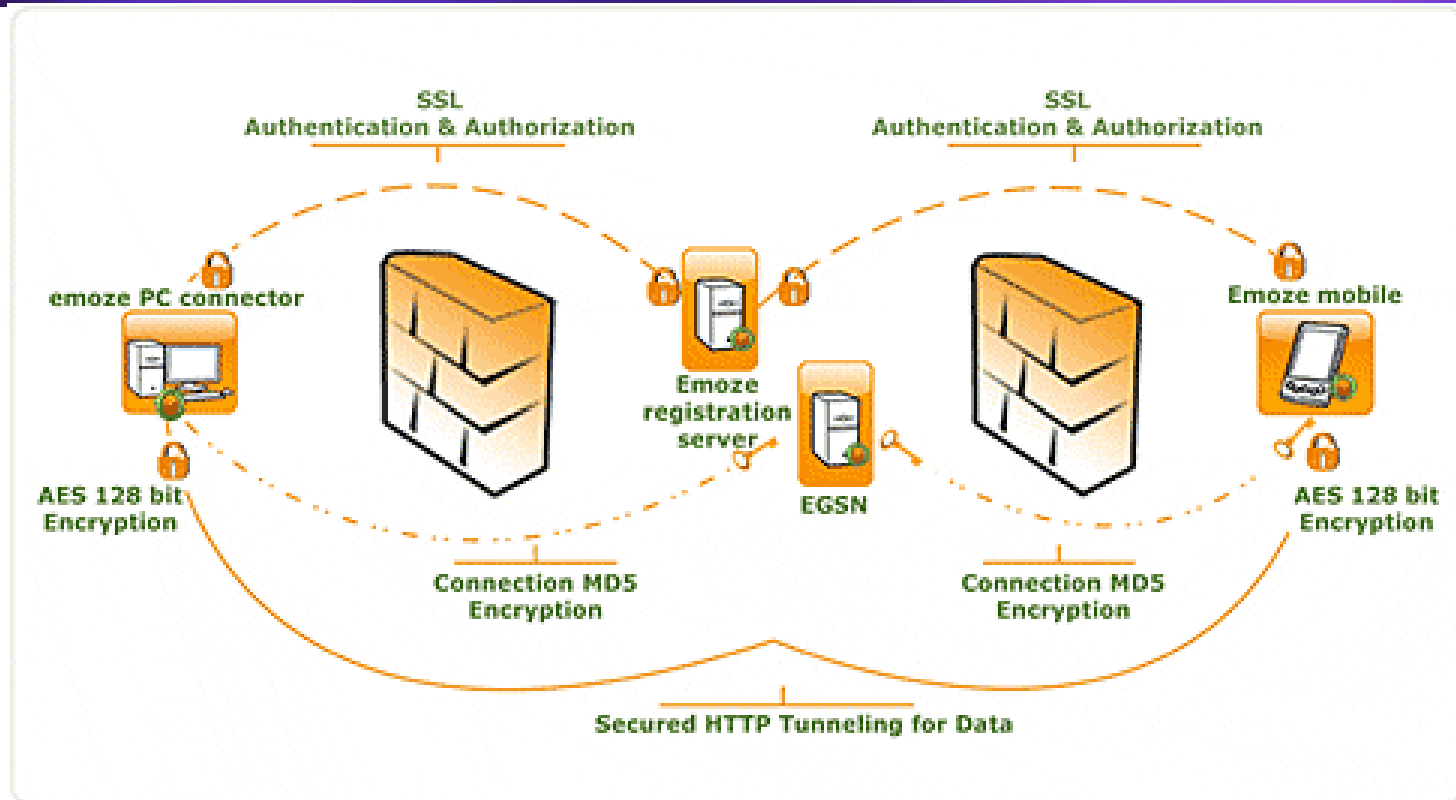


**Meeting Requests**



**FB Friends List**

# Secure Solution



**No stored data and total encryption to prevent hackers**

# The Opportunity

- **Mobile Operators can leverage Emoze Mobile Push Messaging to**
  - Create and bundle data packages to raise ARPU
  - Encourage subscriber stickiness by meeting desires
  - Encourage use of 3G mobile devices
- **Easily integrated into Mobile Operators network and billing systems**
- **Low TCO**

# Push Messaging Concept

- **Always connected, never miss a message**
- **State of the art technology**
  - Messages delivered automatically – alerts when delivered
  - No need to keep an open PC connection
  - View attachments – documents, pictures, audio, video
- **True mass market Solution**
  - Solution for consumers
  - Solution for small to medium businesses

# The Technology

- **Complete Package**
  - Exceptional reliability, redundancy and scalability with minimum investment
- **Infrastructure**
  - Based on blade servers housed in an enclosure to enable sharing of non-core computing resources to reduce OPEX
  - Phoenix L8 supports 250,000 users
  - Phoenix XL8 supports 500,000 users
  - Phoenix XXL8 supports 2M users.



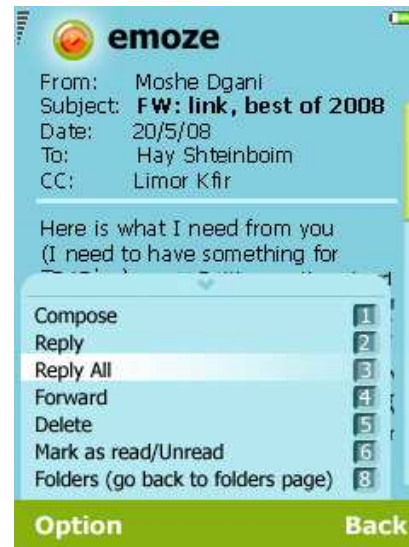
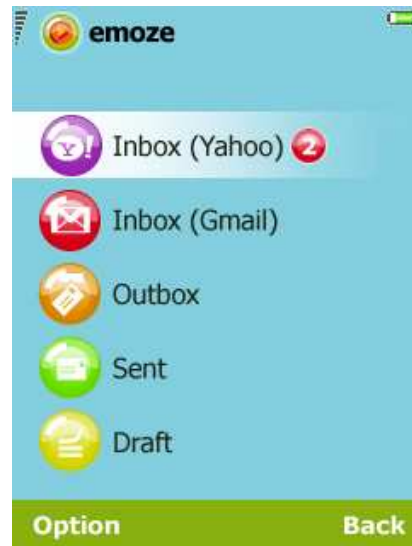
# Emoze Technological Edge

- **Simple - Data is never stored**
  - Messages routed via firewalls to device
  - Smart Routing –patented data synchronized in real time
- **Secure – All transmissions end-to-end encrypted**
- **Private – Username and Password only on device**
- **Efficient –data compression and battery optimization**
- **Stable – Robust and Telco Grade**
- **Instant – messages are sent in real-time**

# Emoze Business Edge

- **Low TCO enables Mobile Operators to offer premium services at attractive rates and still grow profits**
- **Cost-efficient technology reduces CAPEX and OPEX**
  - Unique architecture support large numbers of subscribers per server
  - Scalable – easy and inexpensive to add new subscribers
  - Easily managed to reduce IT expenditures

# Great User Experience



# Emoze Partners

**NOKIA**  
Connecting People

 **TURKCELL**

 **Sun**  
microsystems

**Forum**  
**NOKIA**

 **SAMSUNG**

 **orange™**

**EMBLAZE**

**betavine**

**TOSHIBA**

 **mirs**

 **impetus™**

**cellmania**

**INFOSONICS™**

 **telephone**

**symbian**

**TULIP®**  
making it possible

**amdocs**

# Emoze Mobile Push Content

- **Breaking News and Sports**
- **Football Updater**
  - Follow the Champions League Now
  - Follow all the Football games in South Africa
  - News, Commentaries, Players
  - Scores, Stadiums, Betting Tips
- **All content aggregated and delivered via the Mobile Operators portal**

# Football Updater



uygulama pazarı beta

home applications help contact Türkçe

TURKCELL

Hello  
Login  
Please sign up uygulamapazarı to download application.




My Phone  
Please select your device.  
add phone

Categories  
Professional (4)  
Finance (12)  
Multimedia&Fun (40)  
Hobbies (2)  
Health (4)  
Travel (19)  
Dictionaries (11)  
Utilities (42)  
Religion (11)  
Communication (7)  
Documents (2)  
Security (20)  
Sports (7)  
Games (42)




News Letter  
Please enter your email

**YALNIZCA 5 YTL**  
**AŞK METRE CEBİNDE!**  
ask yaz 2580'e gönder

**Editor's Choice**

<b>PES 2009</b>  ★★★★★	<b>Sms Scheduler</b>  ★★★★★	<b>Boom Blox</b>  ★★★★★
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**Most Downloaded**

<b>emoze</b>  ★★★★★	<b>Mobil Kart</b>  ★★★★★	<b>Kim Bir Milyoner Olmak</b>  ★★★★★
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**New Additions**

<b>Advanced Call Manager</b>	<b>Matchmaker</b>	<b>Sports Companion</b>
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**Tarafatar Kit**  
İndirilme İstatistikleri  
%38  
%30  
%21  
%11  
Sanjuma kit için 513 yaz 2580'e gönder

**Application Developers**  
Fill application form to join UygulamaPazarı.

**Ücretsiz mobil kart uygulaması**  
Özel günlerde sevdiklerinize mesaj gönderin

## Emoze Wins Top Mobile Email Application at Mobile World Congress

### Industry Peers Recognize Emoze's Superior Mobile Messaging at Top Mobile 20 Awards

PRNewswire-FirstCall  
BARCELONA

BARCELONA, February 19 /PRNewswire-FirstCall/ -- Topping an outstanding year of achievement in 2008, and a productive Mobile World Congress in Barcelona, Emoze walked away with the Top Mobile Email Application award at the Top Mobile 20 Awards in Barcelona on Wednesday. With its unique content platform of mobile email, calendar, contacts and now social media, Emoze facilitates mobile messaging for the mass market.

An eventful third trip to the show in Barcelona, Emoze launched its Windows Live Hotmail solution from its purpose made 'Mobile Messaging Station' and made mobile email available to those 260million Hotmail subscribers worldwide. It also announced its first international operator alliance, deploying the Emoze Enterprise Edition to business users of pioneering Indian telecommunications giant Tulip.

"Our goal has always been to democratise mobile email messaging for the masses and in 2008 we really pushed-forward in providing the solutions users want - accessibility, flexibility and mobility," said Eitan Linker, Emoze CEO. "We have seen a great uptake in the mass market

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- Featured applications
- S60 3rd Edition Benefits

### Featured application



#### Emoze

emoze turns S60 devices into fully functional personal communication centers with a single, simple and free download for individual users. Operator-independent, emoze supports a range of personal and corporate data sources including Microsoft Exchange (Outlook), Domino (Lotus Notes), Post Office Protocol 3/Internet Message Access Protocol (POP3/IMAP) servers, as well as Web mail servers like Gmail and Yahoo! All the user needs to have is a data package service from his or her mobile service provider. emoze delivers real-time, secure synchronization of emails, calendars, contacts and

tasks from the user's desktop – pushing data and updates to the user anytime, anywhere using any mobile service provider network or WLAN.

By using an HTML interface, emoze users see a familiar, web-like view of their emails, including pictures, logos, layout designs, signatures and other visuals that most push email systems leave behind. Users can also download and view attachments, as long as the attachment file type is supported on the S60 device. emoze provides a content platform for social networking applications, including an access to Facebook that will be coming soon. emoze can be implemented for both internal networks and for the S60 device. All messages are encrypted behind the data source firewall of either the home or corporate network, and can be decrypted only when the message reaches the right device. emoze uses the device resources to its optimum and is a proven low battery consumption application.

There are no cookies, no spyware, and no duplication of user data on the emoze servers. From the corporate IT standpoint, no new ports are required, so the server does not create a new point of hacking vulnerability. The service is also independent of network technology, so it can be used across any GSM, CDMA, or WLAN networks, including 3G and 2.5G networks. To download the free client and for more information, visit [www.emoze.com](http://www.emoze.com).

#### emoze

emoze is an innovation driven, new breed, telecommunications vendor that offers advanced solutions for the next generation in mobile communication. More at [www.emoze.com](http://www.emoze.com).

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## Java On Device Portal (ODP) - Partners



Sun Java On Device Portal is a powerful solution to let you easily create, deploy, and use widgets on your mobile devices

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Java On Device Portal (Java ODP) partners are independent software vendors (ISVs) and other solution providers who support, run on, manage, and otherwise add value to the product. For more information, please email [ODP Program Support](#).



Comverse Visual Voicemail widget offers users with an easy-to-use application that enables users to randomly access messages – no need to dial-in to interact with Telephony User Interface. It enables quick and hassle-free access to any voicemail message with a simple click.



The Emoze widget provides a secure, user-friendly, messaging platform combining business and pleasure, for access to a user's work and home email, calendar, contacts, and social network messaging.



The Majimob media player widget provides video playback and music (such as MP3) support. It allows you to organize and browse media on your cell phone and to create play lists.

### Resources

» [Java ODP Data Sheet](#)

#### Related Downloads

» [Java Runtime Environment \(JRE\)](#)

» [Java Development Kit \(JDK\)](#)

#### Getting Started With Java Technology?

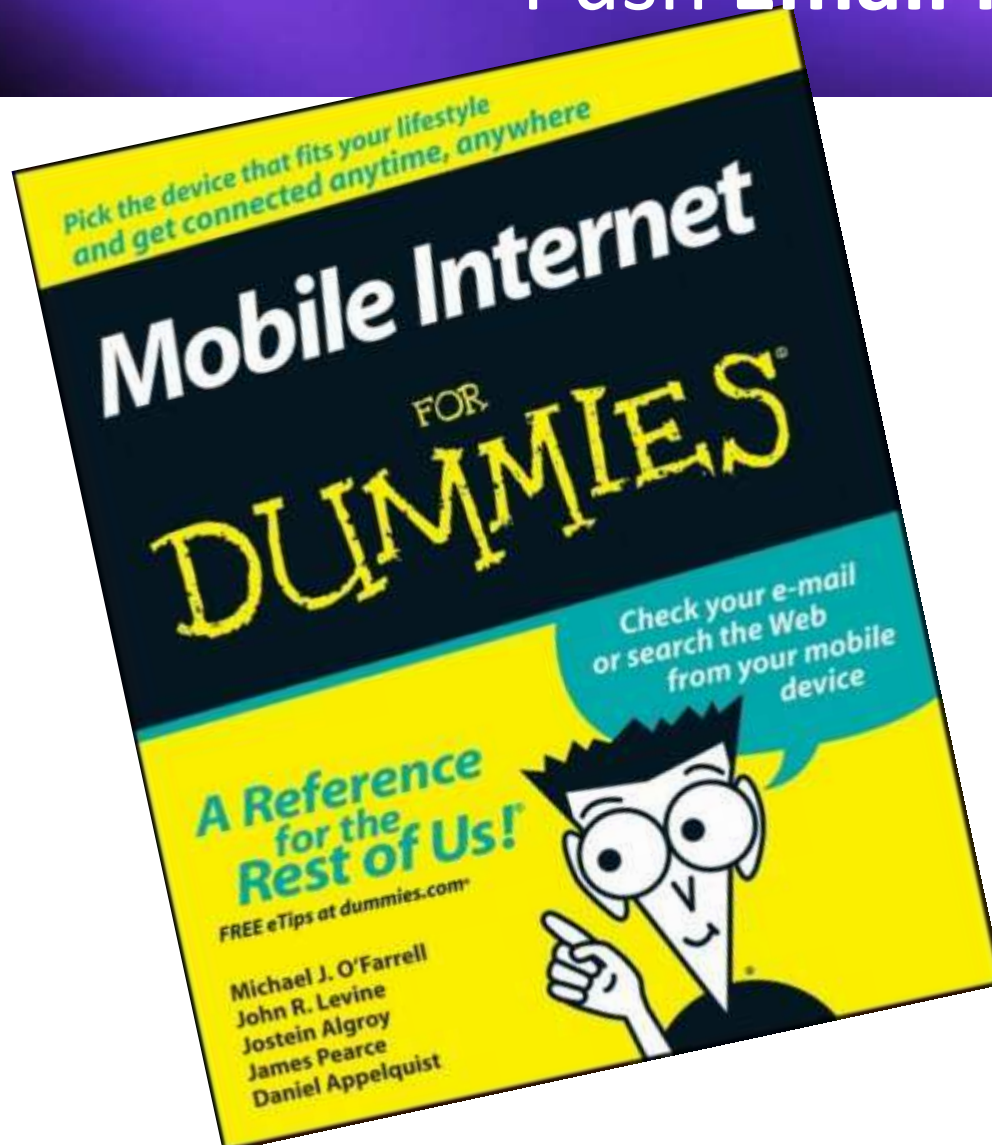
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# Push Email for Dummies



**Emoze - only push email solution mentioned in the "FOR DUMMIES" series**

# About Emoze

- Founded in 2006
- Subsidiary of the Emblaze Group [LSE:BLZ]
- Push mail service first deployed on Jan 2007
- Millions of downloads from [www.emoze.com](http://www.emoze.com)
- Team includes 50 industry experts
- Award winning solution

**Thank You**