

Introduction to On-Device Portal Solution

Beyond WAP and XHTML



Introduction to On-Device-Portal Solution

BEYOND WAP and XHTML

For years, the telecom and media industry has focused on the browser as the key enabler of mobile content. SMS and WAP portals have been extensively deployed by mobile operators and content providers, as a means for distributing and selling content through mobile phones.

Most of today's mobile Internet websites rely on Wireless Application Protocol (WAP) technology to give companies an Internet presence that can be accessed by mobile devices. Relative to a standard website, mobile website functionality is necessarily constrained by mobile device and network limitations.

However, both mediums have met with limited success, with content monetization failing to reach the heights which content providers and operators were expecting. The prevailing thinking has been that next generation networks, device hardware, mobile browsers and branded content will resolve any problems.

While everyone was predicting that content is king, the industry failed to notice that user experience is queen - and you need both king and queen to win the crowd. In other words, it is not enough to simply have content, but to have it presented attractively and in a usable fashion.

On-device portals, is a next-generation of portal technology for cellular audience beyond WAP and XHTML standards, the ODP is here to address content monetization by offering an appealing user experience through the use of on-device applications.

The ODP's superior user experience and advanced personalization make it the premier platform for delivering content and services to mobile device users. Similarly, the ODP's persistence on the mobile device is one of several features that make it an attractive vehicle for displaying the mobile advertising that can help monetize mobile content and services.

The services offered by on-device portals are not restricted to portal information services, and extend to services such as music, infotainment and handset customization.

What Are On-Device Portals?

On-device portals (ODP) are a term for the products which deliver portal content on the mobile phones through a client application.

A personal portals use ODP technology to offer a downloadable portal that resides on the mobile device. Available whether the user is online or off, the ODP enables a smoother, more personalized experience.



An "On Device Application Platform" is a browser less technology, client/server platform that offers a breakthrough in wireless data services usability; it breaks down the traditional barriers to subscriber adoption for new services by simplifying and enhancing the user experience. It provides simple, intuitive navigation for content services and related base functions on the device.

It ensures the content is immediately available on the mobile device, increasing the discoverability of content and thus encouraging users to go much deeper into the portal than is typical with a mobile WAP browser experience. Many services can be used in large part while offline, eliminating network delays or drops.

As a resident, on-device solution, the ODP allows for advanced customization and inter-service collaboration. Mobile companies / content providers can send new, branded services to the user, pushing the services out to the mobile device rather than making the user pull those services on to the device.

Specifically, on-device portals offer a combination of one or more of the following applications:

- On-Device portal is an operator/content provider branded handset application which dramatically improves usability and access to mobile data services.
- On-Device Portal (ODP) leverage the handset's capabilities to deliver a more compelling and attractive user experience, and increase service awareness and streamline content purchasing.
- A typical On-Device Portal includes categorized and personalized menu structure, one-click access to mobile services and sometimes quick links to WAP portal sections.
- As an evolution from WAP based browsing, On-Device Portal drive data ARPU and service usability by delivering content directly to the handset in an easily discoverable, instantly accessible and personalized way.
- The use of rich graphics, menu interactions, animations and multimedia content provides "wow Factor" for delivering compelling user experience beyond the traditional off-portal channels.

Key Benefits of ODP;

- * Driving mobile data revenues for Operators
- * Increasing mobile content download sales
- * Delivery of personalized mobile services
- * Proving customer loyalty by improved branding
- * Providing "Wow Factor" for adaptation of mobile services
- * Ready and easy to use for the customer.
- * Consistent customer experience, across a wide range of cellular devices/handsets.
- * Simple, Fast Deployment
- * Deployed on multiple devices & platforms
- * Fast, seamless connection regardless of network type.
- * On device navigation
- * Device is updated according to the individual user.
- * Fresh, relevant content is automatically available.
- * Dynamic User Experience creation, delivery & management
- * Fresh content always resident on the device
- * Seamless links to back-office systems such as billing, content management and WAP/SMS.
- * Branded portal extended to wireless device
- * Broadens appeal of content-related services to new segments
- * Capture customers' interest and capitalize on the excitement
- * Exploit the potential of marketing opportunities
- * Communicate with a mass market or a special-interest community
- * Provide targeted services that build customer loyalty and help reduce churn

Who is ODP primarily for ?

- * Mobile Operators
- * Mobile Service Providers
- * Internet Service Providers
- * Content Providers
- * Media Companies
- * Communities
- * Corporate
- * Government Agencies

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