

Unwired Appeal

- Mobile Content Platforms and Services

Unwired Bands

- Promote your music with ringtones and SMS alerts

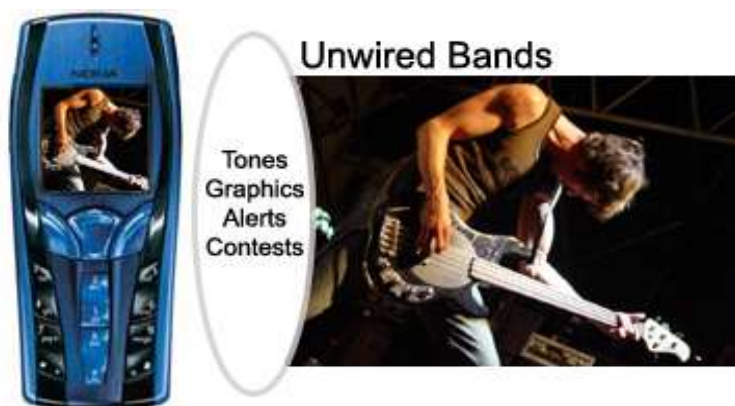
What is Unwired Bands?

Unwired Bands is a unique combination of services specially designed to assist musicians and managers in promoting their music. From enabling fans to download new tracks to their cell phones as ringtones to sending band alerts via SMS text-messaging, Unwired Bands opens the door to over 160 million cell phone subscribers in the USA.

Your Music as Ringtones

Fans can now download your music clips directly from your website to their cell phones using our ZaptoPhone delivery service. Its simple to set-up, just add the Zaptags to your site and you will have it mobilized in minutes. ZaptoPhone can also be used to deliver band photos and graphics to cell phones as wallpaper and screensavers.

ZaptoPhone employs a custom billing platform that allows for bands to designate the price per download charged to the end-user (Unwired Appeal adds a small delivery fee for each download). Bands can also offer their music and graphics at no charge by using the ZaptoPhone delivery-only service. Great for promotional campaigns and special events.



SMS Band Alerts and Interactive Events

Unwired Appeal also offers a variety of SMS promotional tools to keep your fans up-to-date with the latest band news and engage them with interactive SMS events.

Set-up SMS fan lists in minutes and send alerts directly to your fans' cell phones. Just booked a new venue? Released a new track? Finalized a tour? Send an SMS alert and it will be in front of your fans in seconds wherever they are. Fans can easily join by sending a simple text-message from their cell phones.

You can also run interactive events such as mobile voting, polling, trivia, and contests. Find out what your fans are thinking or have them participate in a band trivia contest. Unwired Appeal can easily create and run these events on-the-fly at truly affordable prices.

UA Technology

Unwired Appeal services reside on advanced technology platforms built by an in-house team of leading wireless developers.

The Adaptive Content Server (ACS) platform provides the engine that delivers music and graphics to cell phones by analyzing a user's cell phone type and automatically converting and optimizing music and graphics to best fit the capabilities of the phone.

The Unwired Appeal Messaging Application Platform (UMAP) is the workhorse behind SMS alert services and interactive SMS events. UMAP is connected directly to the intercarrier network providing bi-directional communication to all major wireless carriers in the USA.

For more information on Unwired Bands, email info@unwiredappeal.com

Unwired Bands in a nut-shell

Send your music to over 160 million cell phone users

Key Benefits:

ÿ Deliver your music to fans' cell phones as ringtones

ÿ Send SMS band alerts to fans' cell phones

Unwired Bands Music & Graphics

ÿ Virtually all cell phones supported

ÿ Uses standard audio/visual formats

ÿ Simple to implement - your website can be up and running in minutes

Unwired Bands Alerts & Events

ÿ Send fans last-minute news to their cell phones

ÿ Engage fans in interactive mobile voting and polling

ÿ Run SMS contests and promotions

About Unwired Appeal

Boston-based Unwired Appeal is a mobile technology firm specializing in interactive SMS events and mobile content delivery. For more info, visit www.uwapp.com

