

Private Messaging
Keep your text life private!

In 2005, we have seen close to 2 trillion GSM text messages carried globally. About 20% of an operator's ARPU (Average revenue per user) in Europe and up to 35% of their ARPU in Asia is generated by data, of which around 90% comes from SMSes (Short Message Service). SMS has been embraced by the youth market worldwide, driving data services ARPU for the last few years.

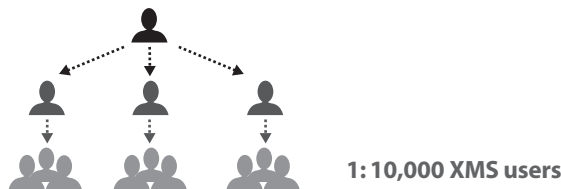
SMS is popular among most mobile phone users as it is inexpensive, non intrusive and can be answered at one's convenience. An important addition to this appeal is the "personal" factor between the owner and their phones, with the fact that the mobile phone is "always on" or "always with" the person. However, SMS messages that rest in the inbox could be read by friends, partners, or family!

WHO NEEDS XMS ?

XMS Mobile is a J2ME and Symbian based application for mobile phones which allows your existing mobile users to *protect their private SMS messages from prying eyes* both on the phone as well as in transit across mobile networks. XMS is meant for almost everybody who wants to keep their messages completely private.

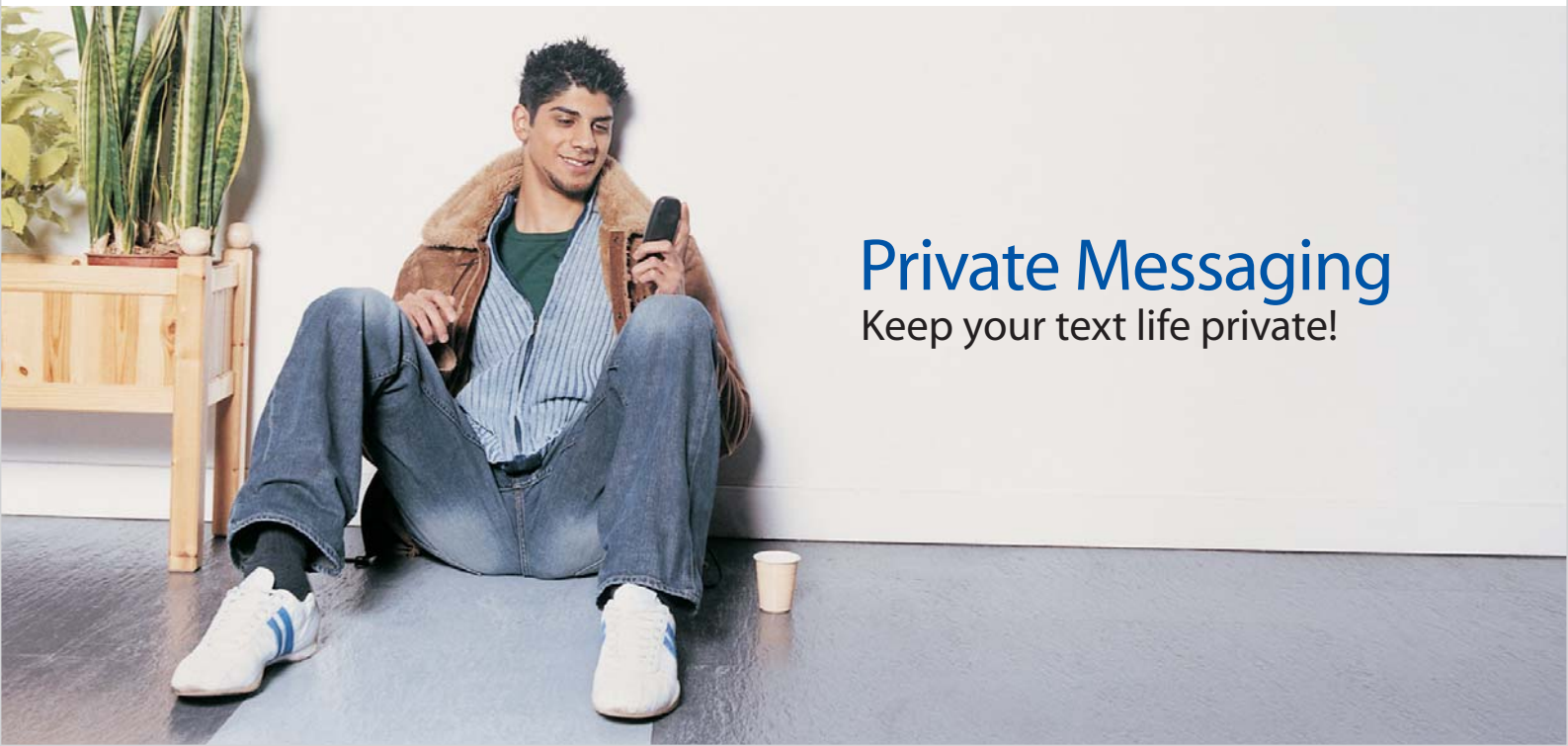
XMS REVENUE POTENTIAL

Easily expandable user network – Considerable viral marketing potential using the application that allows each person to invite friends to download the application (over the air or through a web portal) so that he/she can exchange private SMS messages with them.



At no additional infrastructure cost, mobile operators can roll out XMS as a value added service through *subscription, or prepaid top up*. A brand new recurring revenue stream that makes XMS an attractive revenue opportunity for Mobile Operators.

High Phone compatibility as XMS is supported by any JAVA MIDP 2.0, Symbian series 60 and UIQ 2.0 / 2.1. Future product versions will support private MMS (pictures & video clips).



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HOW TO DEPLOY ?



NSS

Integrates XMS Enterprise server (Telco) application into Service Provider's SMS short code and Portal

Based on the request from the user this issues the application for the user



Service Provider

Integrate billing system with XMS Enterprise server (Telco) application with NSS assistance

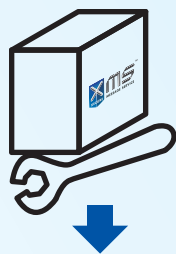


User

Pays and receives the application from the portal or through a short code

Installs application, pairs up with buddies and exchanges private XMS messages

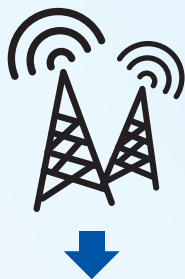
BUSINESS MODEL



NSS

Manages the XMS Enterprise Server (Telco) deployed at NSS data centre.

Gets monthly revenue share from the Service Provider



Service Provider

Promotes XMS as a value added service

Collects revenue from the user

Shares revenue with NSS



User

Pays for service



NSS
Rest Assured

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