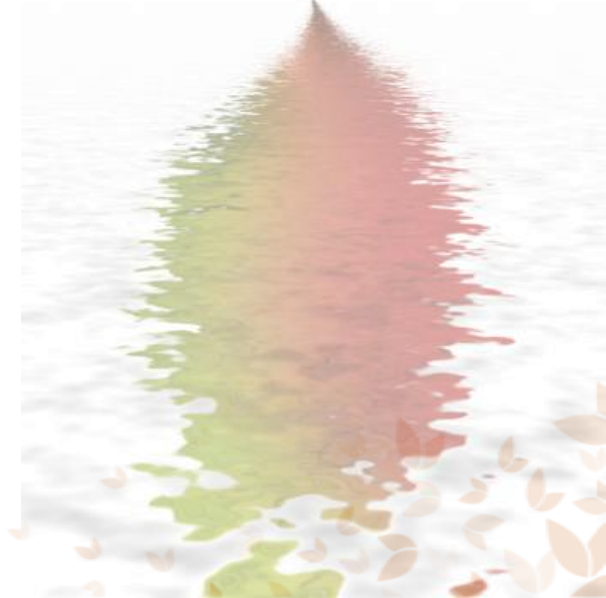# Falcon VAS Platform

SERVICE DELIVERY PLATFORM FOR VALUE-ADDED SERVICES

13TH JANUARY 2009

Falcon VAS Platform

Mobile Advertising

Ringback Ads

Short audio ads listened to by a calling party before the connection. Personalized content, various business models.

Mobile Music

Custom Ringback Tones

Highly-scalable platform for personalized ringback tones. Focus on user acquisition, content rotation and IPR control.

Call Completion

Presence Notifications

From Notifications to Presence Management. Presence service with one purpose: raise call completion.

Notifications

Missed-Call Notifications, Empty Call Capture and Notify on Return. Fully featured and highly scalable.

USSD

USSD Gateway

Easy-to-use, highly interactive text services. Free of charge.

Mobile Video

Mobile Video Blogging

One 3G call to stream a mobile video recording to web. Live.

Video IVR Platform

The smart way to 3G market. A universal delivery platform for off-portal interactive video services.

Custom Ringback Tones

REPLACE 100-YEARS OLD „BEEP" WITH PERSONALIZED MULTIMEDIA

- ## Personalized ringback tones
  - New mobile music channel
  - 20-60% of all subscribers
  - Fast rotating
  - Fully controlled IPR
  - Sells despite high margin
  - Monetizing UGC

- ## Wind Mobile:
  - One of the largest RBT deployments in Europe
  - One of the most scalable RBT platforms

Ringback Ads

windmobile

MOBILE AUDIO ADVERTISING PRIOR TO THE CONNECTION

- Business model
  - Always optional
  - Calls sponsored by advertisers
  - Personalized / targeted content

- Benefits
  - Improved positioning against cost-sensitive customers
  - Increased market penetration
  - Increased profitability per customers

Notifications

TRANSFORM EVERY CALL ATTEMPT INTO REVENUE

- Comprehensive call completion platform
  - Missed Call Notifications
  - Empty Call Capture
  - Notify on Return
- Features
  - Single and aggregated alerts
  - Integration with address book
  - Black and white lists
  - Support for video calls
  - No notifications of selected types of calls
  - Roaming detection

Presence Notifications

FROM NOTIFICATIONS TO PRESENCE MANAGEMENT

- Evolution of Notifications
- Business model
  - Prompt users to call
  - Need a reason to prompt
  - Reason: presence status change
  - Result: more calls, customer satisfaction
- Features
  - Manual and automated status change
  - Buddy list
  - Integration with: IM, ringback tones, calendar
  - USSD Notifications

Available

Call Me! :)

Busy

Custom…

Not Available

Video IVR Platform

THE SMART WAY TO 3G MARKET

- Business impact
  - More 3G calls
  - Reduced customer service costs
- Service examples
  - Automated customer service
  - Mobile surveys
  - Interactive mobile movies
  - Games and quizzes
- The platform
  - Graphic service creation tool
  - Let content providers create services

I would like to…

[x] manage my account

[ ] talk to an operator

Mobile Video Blogging

MOBILE 2.0 IS HERE

- What it is
  - Upload video clips
  - Directly from a mobile phone
  - To any video blog
  - By making a video call
- Features
  - 3G/UMTS video calls
  - Footage transfer during the call
  - IVR menu (static picture)
  - All phones supported
  - Various video blogs supported via user APIs

8824661

Select:

1 Start recording
* Stop recording
2 Watch movie
3 Accept upload

1

2

You Tube
Broadcast Yourself

USSD Gateway

EASY TO USE, HIGHLY INTERACTIVE SERVICES

- Benefits
  - Introduce fast and user-friendly services
  - User-context and user-session aware
  - Offer free services, even to your roamers
  - Easily adapt existing services and create new ones
  - Support for essentially all handsets
- Service examples
  - Self-care portal for subscribers
  - One time passwords
  - Automatic OTA provisioning requests
  - Micropayments

*172#

windmobile

Our customers

PTC

T-Mobile group in Poland

Polkomtel

Vodafone group in Poland

P4

4th Polish carrier
The most advanced mobile network

NOVA

Iceland's full 3G operator

windmobile

Thank you!

Need more information?
We are here to help:
http://wind-mobile.com
info@wind-mobile.com
+48 792 799 015