PS

Living Phone Safe

Safeguard for customer's high-quality mobile phone media, content and data

Operator Benefits

- The basic entry service to build the fundament for a premium communication service roadmap

- Reduce churn rate significantly

- Protect and expand market share and Increase mobile data traffic

Enterprise Benefits

- Secure business relevant personal data and media on employee's handsets wherever they are created on the fly

- Optimise business workflows by providing essential data and media to new employees and their mobile phones.

- Supporting business and "prosumer" smartphones

Retailer Opportunities

- Backup & Restore can be packaged as a ready-to-Sell, high-margin retail product or Data Insurance option

End User Benefits

- Storekeeping of mobile device data for later backup on a new replaced or repaired mobile phone.

- Ad hoc backup of newly generated mobile content and media

Personal Data Value

Today's mobile customers increasingly generate and store high-quality content and data, especially on high-end mobile phones and smartphones. O3SIS Backup & Restore meets their need to backup and secure these contents on the move.

O3SIS B&R provides a convenient over-the-air backup of videos, pictures, ringtones and browser bookmarks, as well as personal data like contacts and calendar to a secure storage. All data can be restored to a new mobile phone in any case of replacement, repair or loss of the phone.

Carriers and service providers can generate new value added offerings meetings these needs of their customers.

Enterprises can secure valuable data and media content of field workers and other mobile working employees, wherever this content in generated on mobile devices on the move.

Support of a wide Range of consumer and phone models

O3SIS delivers an outstanding usage experience by providing Backup & Restore Clients based on OMA DS SyncML industry standard for over-the-air backup & restore.

O3SIS ensures a dedicated Client R&D program to continuously extend the device client support base for latest mobile phone operating systems and platforms, as well as more media types to be added.

O3SIS has reference tested and certified over 250 mobile phones equipped with a native SyncML Client for backup and restore of PIM data (Contacts, Calendar and Notes).

The support for the introduction of new handsets into the environment is regularly extended.
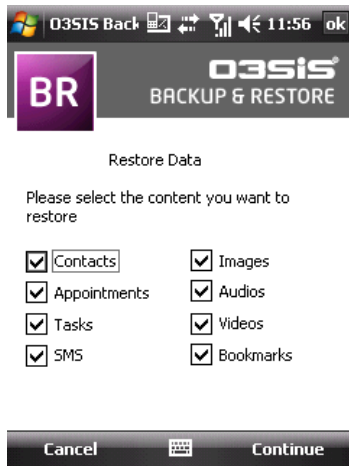
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Best-in-Class Usability and security

- **O3SIS Backup & Restore clients utilise OMA DS (SyncML) standard protocols and provide a unique one-click-backup usability for instant backup.**
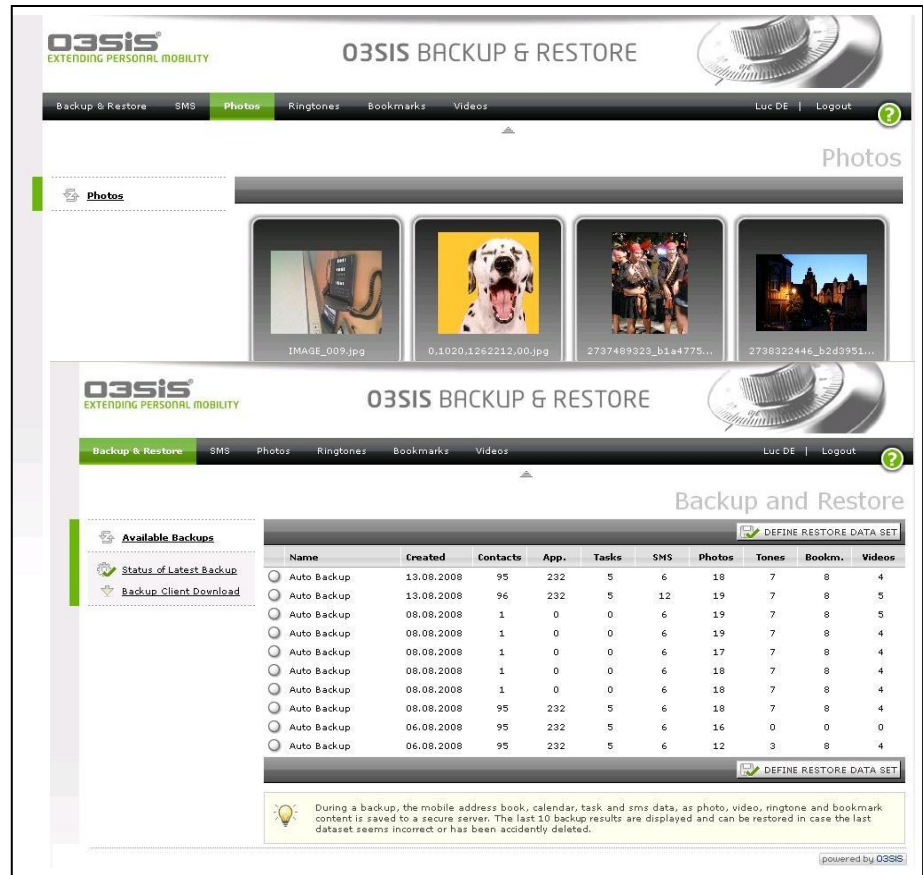

- **The Backup & Restore Web user interface provides access to view and review data and media files in backup before a restore to a different device.**

- **O3SIS Backup & Restore provides the highest level of scalability and reliability available in the industry today.**

State-of-the-Art

- **Synchronisation and Backup & Restore technology supporting a wider range of hundreds of mobile devices**

Related Products

- **Living Address Book**
- **Living Phone Swapper**

Increase Revenue

O3SIS Backup & restore facilitates various business models - From subscription based models, e.g. supported by scheduled and automated backup of user's data - to transactional (pay-per-use) models, e.g. by providing trial or n-times-a-month-free flavours, helping to build an end-user base quickly.

Scalability & Flexibility

The platform allows definition of up to 1024 different Classes of Service (COS). For definition of which available resources and functionality an end user can utilize, such as storage quotas or scheduled backup.

O3SIS products protect end users against the painful moment of finding that valuable communication data cannot be restored after loosing a phone or accidental deletion.

Key Product Features

O3SIS Backup & Restore supports the secure over-the air transfer of following device data:

- **Contacts**
- **Calendars**
- **Notes**
- **SMS**
- **Photos**
- **Videos**
- **Ringtones**
- **Bookmarks**

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