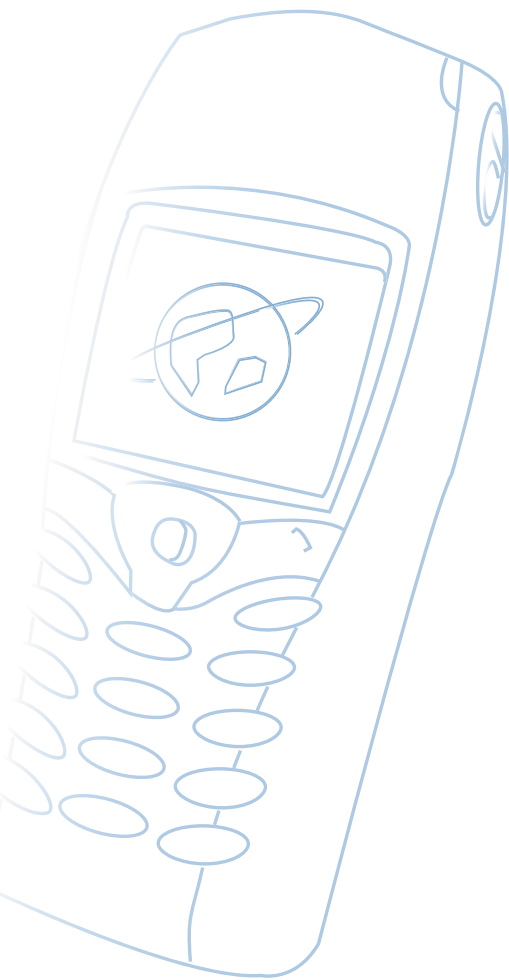


*easy
configuration
over the air*



Terminal Management Platform Product description



Powerful tools for remote configuration of mobile phones

Advanced data services like multimedia messaging and e-mail are important features in most new mobile phones entering the market. Mobile operators and service providers are facing the challenge of providing ways to help their subscribers to set-up and use these new services on their phones.

Mobilethink Terminal Management Platform is a software platform and a service concept providing a cost efficient and reliable solution to remote management of advanced data settings on mobile terminals. The product helps mobile operators and service providers to reduce customer care costs and increase revenues from advanced data services.

Key Benefits:

- ✓ Offers easy phone configuration to mobile phone users
- ✓ Easy distribution of functionality
- ✓ Supports various users needs
- ✓ Fully managed service or installation in own premises

Key features:

- ✓ Broadest available support for different phone models
- ✓ Advanced settings: WAP, MMS, GPRS, e-mail, SyncML
- ✓ Service agreements for updates of new handsets
- ✓ Administration tools, turnkey interfaces and developer tools

❖ Broadest available support for different phone models

High coverage of new OTA-configurable handsets sold to end-users is crucial for providing a successful service to subscribers.

Mobilethink Terminal Management Platform supports OTA-configuration of handsets from all leading manufacturers including Nokia, Motorola, Samsung, Siemens, Sony Ericsson, Panasonic, Microsoft, LG and Alcatel.

According to Gartner Dataquest (November 2002) mobile terminals from vendors supported by Mobilethink Terminal Management Platform account for more than 80% of worldwide sales to end-users. In most European markets more than 90% of GPRS phones are supported.

Supported setting types	Alcatel	Ericsson	LG	Motorola	Nokia	Panasonic	Samsung	Siemens	SonyEricsson	Smartphone
WAP CSD	√	√	√	√	√	√	√	√	√	√
WAP GPRS	√	√	√	√	√	√	√	√	√	√
MMS CSD					√			√	√	√
MMS GPRS			√	√	√		√	√	√	√
Internet CSD		√			√			√	√	√
Internet GPRS		√			√			√	√	√
E-mail		√			√			√	√	√
Bookmarks		√			√		√	√	√	√
SyncML					√				√	

❖ Service agreements for updates of new handsets

New handsets enter the market every day making it difficult for operators and service providers to update OTA-configuration services. The Mobilethink solution ensures future compatibility by offering mobile operators and service providers a service agreement guaranteeing regular updates of new mobile phones on the platform.

Mobilethink is working closely together with handset manufacturers to test OTA-configuration capabilities of new phone

models entering the market. Updates of the Terminal Management Platform will follow the time for commercial launch of new handsets, thus assuring timely support of terminals that are promoted in point of sales and have the immediate attention of end-users.

Mobile operators and service providers licensing the platform will receive a monthly newsletter with information about completed and planned updates of new mobile terminals.

❖ Support for advanced settings: WAP, MMS, GPRS, e-mail

Different standards and specifications complicate the task of configuring mobile terminals. The Mobilethink Terminal Management platform supports industry standard specifications from Nokia, Ericsson, Openwave and Open Mobile Alliance (OMA), thus providing a single interface for provisioning of all OTA-configurable service settings on mobile terminals.



Administration tools and turnkey interfaces

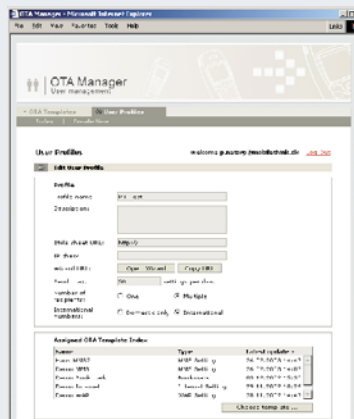
In order to achieve the full benefit of a terminal management solution it is crucial to provide interfaces targeted at different user groups i.e. subscribers, customer care center and point of sale.

Mobilethink Terminal Management Platform offers turnkey front-ends, which can be customised and integrated into existing web content and tools for easy development of external applications using OTA-functionality.

The standard turnkey front-ends include step-by-step configuration wizards, which are guiding end-users through the configuration process of their mobile phone. Front-ends can be customized and managed through a graphical administration interface, which allows the mobile operator or service provider to set-up and distribute additional front-ends within minutes.

Customisation options include:

- Change wording and design
- Choose between different types of step-by-step configuration wizards
- Define security settings
- Create and manage OTA settings which should be configured on mobile phones.



Multiple Web and SMS front-ends can be easily customised and distributed from an administration interface.

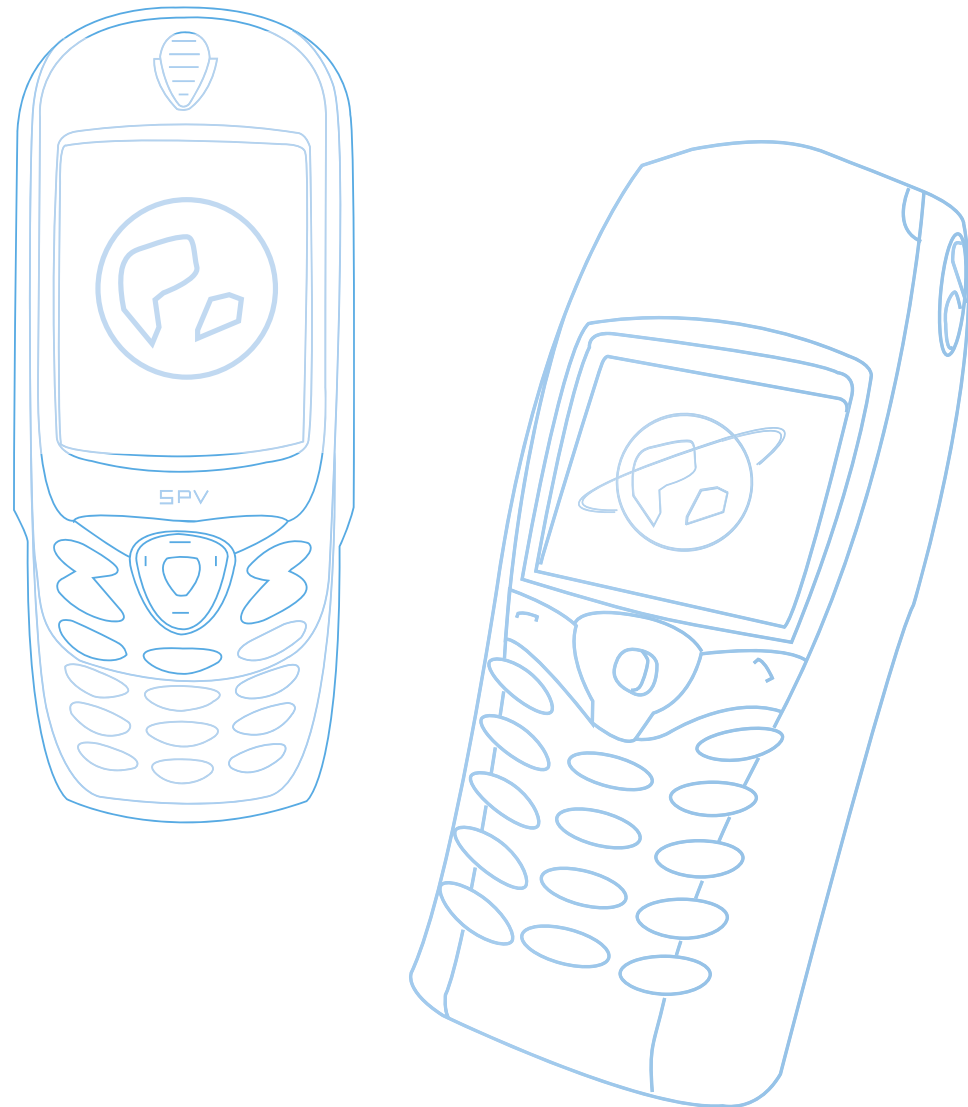
Developer API

The Mobilethink Terminal Management Platform includes developer tools for fast and easy development of external applications connecting to the platform. The developer tools include low-level application programming interfaces as well as predefined functionalities for specific tasks like bulk configuration of mobile terminals.

Business model

Mobilethink offers the Terminal Management Platform as a fully managed service including access to international SMSC or on a license basis for installation in the premises of the mobile operator or service provider.





Mobilethink

Mobilethink provides high quality, innovative software solutions to mobile operators, service providers and handset manufacturers. The main focus of the company lies in the area of terminal management solutions and advanced, high volume messaging platforms for global partners.

Mobilethink offers flexible business models and delivers full service solutions, including an international gateway and infrastructure as well as software for installation in the premises of our customers.

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