



HandyGo Ready2Go PortalSuite ver 1.0

F Technologies is one of the leading players in IT services, offering tailor made e-solutions, consultancy services and wireless applications. F Technologies has gained rich domain expertise in building community portals, delivering wireless messaging solutions (SMS and MMS based entertainment services) and applications. FTech brings effective technological value propositions to corporate, built upon application research and development, consulting and partnering with various technology leaders worldwide. There are several turnkey projects that are successfully implemented by F Technologies. Handygo.com is the website that showcases the messaging solution capabilities of F Technologies.

This document gives the information on HandyGo Ready2Go PortalSuite™ ver 1.0 - the most comprehensive mobile portal suite that is commercially available from F Technologies. Ready2Go PortalSuite™ is a ready-made product to instantly build a mobile portal and start doing business. Now, with Ready2Go PortalSuite™, mobile portal is available as a turnkey solution.

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Introduction

Only few innovative devices have the privilege to be so close and personal to millions worldwide in their daily life - Mobile phone is one such indispensable tool in common man's hand or in her/his pocket. Mobile communication has become part and parcel of an individual be it in their professional life or social life or personal life. With the attraction of mobility, mobile phones are touted to replace the landline phones completely in near future. Even within mobile phone, the most attractive concept today is messaging services: starting from simple text messages (SMS) to lively colour and action oriented multimedia messages (MMS).

With in a short span, mobile messaging and particularly Short Messaging Service (SMS), the latest Enhanced Messaging Services (EMS) & Multimedia Messaging Service (MMS) have turned out to be the most simple and compelling way to enhance business productivity.

Short Message Service (SMS) was invented way back in 1991. It was then considered to be an insignificant development in mobility. But in the recent years, business segment and consumers worldwide have unearthed the potential of SMS. SMS has become revolutionary and its impact is universal. The key advantages of SMS are that – *SMS is simple and welcome tool for use by everyone, SMS is cost effective and efficient and SMS is a potential value add tool for both business and consumers' lifestyle.* A leading mobile technology research firm has predicted that by year 2004, a mind-boggling 80 billion messages are expected to be sent every month by people worldwide.

The benefits of mobile messaging utility are explicitly seen in Media and Entertainment Industry. No community portal can afford to lack mobile fun as part of their offerings. Today, mobile entertainment solutions are the most lucrative consumer oriented business. Needless to mention, even in the corporate world, mobility has become the most indispensable tool to combat competition. The fundamental reasons for success story with mobile solutions are Convenience, Cost effectiveness and Innovativeness.

While businessmen find it irresistible to jump in the mobile wagon, this domain has its own entry barriers. We feel *Technology know-how* and *Innovativeness* to sustain customers' interests are the prime factors that make or break a mobile entertainment business.

F Technologies understands the ground realities and challenges in a mobile business and has developed a ready-made mobile portal suite HandyGo Ready2Go PortalSuite™ ver 1.0. This innovative suite makes it so convenient to start a mobile entertainment or corporate focused venture almost instantly. The product is formulated based on our rich experience and the best practices from mobile communities around the world.

HandyGo Ready2Go PortalSuite™ver1.0 is modular and one can start with basic modules customised to suit regional tastes and can be deployed in any platform. This document talks about functional aspects of Ready2Go PortalSuite™ version 1.0 detailing the various features that are inbuilt in the product.

Target Audience

Ready2Go Suite is developed with the following audience in mind:

Entrepreneurs - Ready2Go PortalSuite™ is for Entrepreneurs who are looking for the launch pad to join the mobile community. Ready2Go is the one stop turnkey solution for entrepreneurs to strike gold leveraging the mobile revolution.

Community Portals - that want Mobile messaging based entertainment services and value added services to be integrated in their site

Entertainment Sites - sites that are dedicated for fun and family entertainment.

Business Corporations - who want to extend their customer-care services through value added applications in a complementary mobile delivery channel.

Mobile Operators - Mobile operators worldwide differentiate through value added services and Ready2Go Suite will be the perfect and readymade platform to showcase their services

There are other niche segments where Ready2Go will be most effective - Movie & Music industry, Sports websites, Religious and Charity organizations, Government Agencies and more. The bottomline is that Ready2Go proves to be a powerful tool to deliver mobility that any business needs.

Why F Technologies?

- **Expertise** - We have the technology and experience. We have been one of the leaders in messaging domain delivering end-to-end services - from message delivery infrastructure to customized solutions to our customers and have implemented many messaging integration projects for leading web portals. Ready2Go is the result of those precious experiences of development and deployment exercises.
- **Latest technology** - No player in this industry is as ready as F Technologies to offer exciting feature rich contents like **MMS content, digital color wallpapers, polyphonic ring tones, other multimedia content for next generation mobile phones, and portal development tools**. We are the very first to offer such exciting experience. You will get the clear advantage here to differentiate the clutter of contests that are bound to appear in various portals.
- **Max Reach**- the delivery infrastructure is the most comprehensive and reliable in the industry. Our network spans 555 networks spanning more than 90 countries. This means that your customer can experience anywhere anytime service from you.
- **Customers** - Proof is in the pudding. The very fact that giants like **Yahoo, Nokia**, trust us when it comes to SMS based services is one of those compelling reasons for you to choose Ready2Go Suite.

Our prestigious clients include,

- World's leading portal - **Yahoo**,
- World's mobile phone leader - **Nokia**
- India's leading community portal - **Rediff.com**,
- UAE 's first and leading SMS community site - **Resalh.com**

Our customers are our assets and they stand as testimony to our success and reputation.

- **Partners** - We are privileged to have the best breed technology giants as our partners. **We are the exclusive marketing partners for Yahoo in Gulf to market messaging solutions** and we have already bagged some prestigious orders jointly, in Dubai and Abu Dhabi.
- **Passion** - Last but never the least...it's the passion that will make our business relationship with you a mutual success

Content Aggregation

Content Management is inbuilt in Ready2Go PortalSuite™. Regional content be it Arabic Ringtones or Winter Sports Brand icons or funny picture messages all are organized and more can be added or deleted with convenience of a graphical user interface. The contents that are already popular with the mobile community are Ringtones, Operator Logos and Picture Messages.

1. Ringtones - This is one way for a mobile phone user to express her/ his attitude and personality. Thousands of Ringtones across hundreds of categories can be listed in the site and a user can choose their favorite tunes and download them in their mobile phones via an SMS from your portal.
2. Operator Logos - this is one more personalization that mobile users prefer to decorate their mobile phone screen with icons. There are numerous categories like fun, religion, sports, and movie personalities etc that are attraction to the mobile users. Even operator logos can be downloaded via a SMS from your portal.
3. Picture Messages - more than text, there is an alternative to say it in pictures even in ordinary mobile phones. There is a whole lot of funny themes, joke series that are witty that can be shared to others by forwarding the message.

What's so good about Ready2Go PortalSuite™ Content?

- **Comprehensive** source - Hundreds of categories and Thousands of readymade Ringtones, Operator Logos, Picture messages, Polyphonic Ringtones, Screen Savers. Digital Colour Wallpapers, EMS, iMelody tunes, M-Cards, WAP games and feature rich audio and video MMS content are available. Contents are tested on all GSM networks and already being shipped to customers worldwide
- **Tailor made** - Content customized to cater to local tastes and culture. Download Arabic Ringtones, Malay Ringtones, and other regional contents in Operator Logos, EMS, and Picture Message etc. All type of contents can be personalized created exclusively on demand and delivered at blazing speed, anytime anywhere service.
- **Universally accepted Format** - Content can be delivered in any standard format. OTA Ringtones, midi forms of polyphonic ring tones (4 track, 8 track and 16 track tunes in midi) are supported. Jpeg, gif, and animated gif are supported for color wallpapers and MMS content.
- **Round the Clock service** - Dedicated studio to create content and committed high tech professionals working round the clock (24x7) in creating the content
- **Services for Next Generation Networks** - WAP Push Service Indication/ Service Loader, GPRS services (to send Bookmarks as OTA), Network Monitoring Services all under one roof - handygo.com
- **Double Advantage:** By choosing Ready2Go PortalSuite™ you get the best deal by getting both DELIVERY INFRASTRUCTURE SERVICES & MOBILE CONTENT at the most economical rate.

Value Added Tools

Apart from the contents, Ready2Go PortalSuite™ will offer value added tools as part of your portal to render an involving experience to your clients.

1. **Composer Applets** - PortalSuite™ brings exclusive range of composer applets. Customers of your portal can create customised logos with this tool by invoking the integrated composer applets. The java applets are with GUI and give instant output for a composer. The three composers that are inbuilt in PortalSuite™ are:
 - i. **Logo Composer** - to create unique personal identity with customised operator logos
 - ii. **Picture Message Composer** - to make customised picture messages
 - iii. **Ringtone Composer** - to make customised ringtones

The logos or ringtones or picture composers created with composers can be instantly received in their mobile phones as a SMS.

2. **SmartConverter™** - There are many formats for Ringtones and Operator Logos. Over the Air or OTA is an exclusive format for Ringtones from Nokia. Both Nokia and Samsung support another format, OTT. Whereas, EMS/iMelody specific formats are endorsed by Motorola, SonyEricsson, and Alcatel et al. There is a specific format called OTB for logos and picture message. Given this plethora of format it becomes a nightmare to share the same content to different mobile phones. But thanks to a universal language "hex format" which is supported by all mobile manufacturers. Hex dump refers to sending the content in 8 bit patterns. So the content can be in any form but can be easily shared by hex dumping the same. PortalSuite has an easy to use converter tool developed by F Technologies - SmartConverter™. With its graphic user interface, SmartConverter™ can convert OTA, OTB and iMelody format to hex. The content can be messaged to any mobile phone thereon.

3. Desktop SMS: This is a user-friendly interface for sending SMS to mobile phones from Desktop PC. Sending a SMS from PC to a mobile phone was never easy earlier to a common man. Even with http scripting method, there are complex syntax and formats to be followed to ensure proper delivery, which is not so easy for a beginner.

Desktop SMS make life easy by removing all the scripting procedures to the end user and offers a field box approach to send the message. The "Windows feel" screen is familiar and comfortable to any PC user. This tool enables the PC user to type the message and send it to multiple mobile numbers at one stroke and it also comes with an address book facility wherein the user can store their friends' mobile numbers.

4. Photo SMS: This tool will enable any browser in your portal to create an icon of her photo and convert this as an operator logo through Photo SMS tool.

Emerging Technologies

With the launch of next generation networks in mobile communication, the industry is witnessing a never before revolution in services. The hype around these emerging technologies is justified given the potential it offers to communication services. For a common man to understand, the leapfrogging of technology-based services in mobile network is akin to jumping from Radio (text SMS) to Digital Plasma Colour Television with HI-FI stereo (Multimedia Messaging Services - MMS). Ready2Go PortalSuite™ offers new generation services as standard feature. Latest technology can be built in your portal and the following exciting range of services can be integrated.

1. *Multimedia Messages* - combine text with color graphic, audio, video, photos and animations in a single message. This capability is readily available with Ready2Go PortalSuite™ for MMS-compatible phones and can be downloaded by your customers from your portal. As Nokia says "Multimedia messaging reshapes the landscape of mobile communication, making it more personal, more versatile, and more expressive than ever before." Currently being adopted by most network operators and mobile device manufacturers, MMS soon will be a standard mobile phone feature and the default-messaging mode. MMS supports standard image formats such as GIF and JPEG, video formats such as MPEG 4, and audio formats such as MP3, MIDI and WAV. Built to last, MMS technology works in existing GSM networks (over WAP, the industry standard protocol for mobile data exchange) and with the new high speed 3G technologies that will take it to its fullest extreme. MMS also makes it possible for mobile users to receive multimedia messages from other mobile users, e-mail users and from multimedia enabled applications.

2. Enhanced Messaging Services/iMelody tones:

One can get more interactive messages now with Enhanced Messaging Service or EMS, which is based on SMS and is available on GSM networks. Because EMS is based on SMS, it can use SMS Centers (SMSCs) the same way that SMS does. If your customer has an EMS enabled cell phone (EMS compatible mobile phone) she can download exciting stuff like animated pictures, wallpaper for EMS phone, mobile ringing melodies, sound effects, formatted text and much more from your site. What's more! Once she finishes downloading her favorite contents, she can even forward the EMS to her friend whose mobile phone is EMS compatible. In case the receiver does not have his mobile phone EMS enabled, he will still receive the text portion of the message just like ordinary SMS text message. Alcatel, Ericsson, Motorola, SonyEricsson and Siemens are actively promoting the standard.

One feature close in the heels of EMS is iMelody or eMelody, which is also incorporated in Ready2Go PortalSuite™. This standard is again from the likes of Motorola. SonyEricsson and Alcatel to challenge their competition.

3. Polyphonic Ringtones -

Polyphonic ring tone is the latest rage among mobile users and is rightly touted to be the next revenue generating service for the mobile industry. Gone are the days of conventional tunes, which was with single tune. Polyphonic tones are more entertaining and offer an involving experience to the mobile users through multiple sound tracks to resemble the original tune in a better way. The latest in polyphonic ringtone is the SP (scaleable polyphonic) multi-track tones, which are very rich music and resemble the music number more than the monotones, which are conventional ringtones. Polyphonic ringtones come in midi format and are supported in the latest generation mobile phones.



4. Digital colour Wall Papers

People now have the luxury to say it in color with the next generation mobile phones. Digital color wallpapers give a refreshing look to the mobile handset and is more appealing to the user. Multiple color wallpapers can be stored in all the latest generation mobile phones and mobile user can change the wallpaper periodically. Wallpapers have indeed taken one more step forward in personalizing the mobile phones.

5. GPRS/WAP Services

This is a complementary service to download MMS content from WAP enabled site. Service indication to push the URL as an SMS to MMS compatible mobile phones and Service loader to load the URL automatically in the MMS compatible phones are the features.

Delivery Services

How Mobile content is delivered to the consumer?

Ready2Go PortalSuite™ offers two options

1) **A short code from telecom operator** is dedicated to send and receive messages for your portal. We will coordinate with the mobile operator and arrange a common short code for your portal. There will be dedicated port at the mobile operator's SMS gateway. For illustrative purpose let us say that the short code created for receiving and sending SMS for your portal is 1212. We will have keywords for each and every mobile service (Operator logos - keyword is logo, Ringtones - keyword is RT and so on) and for the content unique serial numbers will exist. So the user needs to type in the keyword and the serial number corresponding to the content that she/he choose and send an SMS to 1212. If a customer wants to download an Arabic ringtone (having a serial no 5643) all she needs to do is type RT 5643 in her mobile phone and send this as an SMS to 1212. The message upon reaching the mobile operator will be routed to the server, which runs the application. The automatic scripting will identify the ringtone corresponding to serial number 5643 and sends this ringtone as an SMS to the user's mobile phone. We can arrange a reverse billing agreement with the mobile operator wherein the mobile operator will charge a fixed amount for each service (for e.g. 1 USD for each ringtone download, 5 USD for each polyphonic ringtone download etc) and have a revenue sharing basis. The telecom operator will typically deduct the cost for SMS traffic and give the remaining portion of revenue to you. We will implement premium-billing arrangement with the mobile operator to make justifiable revenues for the service.



2) **Scratch Card** is another method, where your portal can use our delivery infrastructure services and send the content to the mobile users through PC to Mobile SMS method. Customers can order for the content by sending an SMS through their PC and the server responds by sending the content via SMS all through our delivery infrastructure. We can issue SMS credits with Scratch cards to the registered users, which will have their unique login id and password to use our delivery infrastructure.

With Scratch Card method, there is no dependent on telecom networks for you, as we will be paying termination cost for each SMS sent through any network. Moreover the reach is the most comprehensive with 555 mobile networks, which means that your customers can be anywhere in the world.

Delivery of the following type of SMS is instantly available in your portal through Ready2Go PortalSuite™ and ably supported by our delivery infrastructure.

1. Simple Text SMS - Industry Standard 7 bit Compliant.
2. Multilingual SMS - SMS in any language. Supports both Latin and Non-Latin characters. Industry Standard Compliant - supports Unicode Transformation Format-8
3. Group SMS - same message to be sent to a group of friends in the address book
4. Bulk SMS - same SMS to be sent to hundreds and even thousands of mobile numbers simultaneously
5. Blink SMS - Part of the text or full text will be highlighted for effect.
6. Flash SMS - A Convenient way for priority SMS - Pop up of message in the mobile phone display, by passing the message Inbox

Apart from messages, the already mentioned Ringtones, Operator Logos, Picture Messages are also delivered with our infrastructure.

SMS Fun and Utility

Consumer behavioural research shows that if fun oriented marketing are built around to promote FMCG brands, it has a positive effect not only on the promotional sales but also on the brand retention. Entertainment services in your portal are an effective sale point to your corporate customers. Particularly youth segment gets chained to online contests, and fun, thanks to the thrill factor and sense of achievement.

SMS Contests and Games:

Ready2Go PortalSuite™ has readymade and innovative SMS based fun themes and contests. There are proper systems to record the winners and inform them online or in their mobile phones for a SMS contest. The contest can be Internet based and also mobile phone based contest for which we can use the short code method.

Apart from contests, there are other innovative services based on SMS in Ready2Go PortalSuite™ that can be integrated in your portal. They are:

- SMS Greetings
- SMS Calendar
- SMS Dating
- SMS Dictionary
- SMS Sports
- SMS News/Gossip
- SMS Jokes
- SMS Astrology
- SMS Weather
- SMS Calendar/Reminder
- SMS Gift
- Email 2 SMS
- Messenger for SMS
- SMS Ready Messages
- SMS Quiz

Professional Services Section

Ready2Go PortalSuite™ ver 1.0 offers even the professional services in modules. The modules to choose are:

Consultancy Services - Transfer of Know-how to your management team, cutting across Marketing, Production and Operations functions. Most importantly in marketing we study your market carefully and suggest the right positioning strategy and product mix to launch your mobile portal with a bang.

Also we provide expert inputs and strategy regarding the emerging mobile technologies. Our recommendations will be based on evaluation based on international research and forecast reports and opinions from industry experts. So what your portal will get the most reliable input to get the first mover advantage for the upcoming technologies

Integration Services - We provide expert advice on how to integrate your portal with delivery infrastructure backbone. Various elements like firewall, SSL security authentication and encryption are implemented based on tested and reliable methods. Also we transfer our experience on transaction security layer with reliable products like RSA, 3DES in this module.

We also value-add by interfacing with the mobile operators worldwide for integrating your services with dedicated code and premium billing and reverse billing agreements with the mobile operators.



Management Services - Manageability of system infrastructure is a complex job. We are attempting to simplify the same by introducing system -monitoring services. Availability is one critical element in manageability and this tool can automatically ping the network infrastructure and server infrastructure and check whether they are available at any point of time. Alerts when any of the system goes down can be configured for sending it automatically to system administrator's mobile phone.

Hardware Sizing Services - Optimum sizing is always been a challenge in online world. More so in a portal community where it is practically difficult to estimate the traffic, peak traffic to configure the appropriate infrastructure. The usual practice is to oversize to safeguard us from sudden spurt in visitors. We have reliable tools and experience to size the optimum server, storage infrastructure with key underlying considerations as reliability, availability, scalability and security. We also suggest the appropriate server architecture considering both the present and future demand.

Development Platform

Ready2Go PortalSuite™ ver1.0 is built with reliable technology tools with elements of Java/EJB in J2EE environment for certain SMS based applications and scripting language like JSP and ASP for portal's web pages (Windows platform). We have adopted industry standard HTTP and SMPP protocols and used Visual Basic for components.

Ready2Go PortalSuite is compatible in Windows 2000 Server. The support for various flavors of Unix and Linux operating systems is currently in testing stage and will soon be released in the next version.

It supports almost all the popular databases in the industry. Overall the suite is truly universally compatible

We can also offer the scripting needed to make the application cluster aware in both Windows and Unix environments.

Summary

We aspire to deliver through Ready2Go PortalSuite™:

- The most reliable platform to launch your mobile portal, built instantly and offered as a turnkey solution
- Attract eyeballs and make them habitual users of your portal, which is built with Ready2Go PortalSuite™. Not just visitors...but active member of the your community portal
- Generate revenues by offering irresistible content to the registered users
- Woo corporate clients to associate their brands with your site and generate the main revenue stream.

We have the passion and anxiety to turn this assignment in to a *never-before success*. We are quite eager to have the privilege of associating with you.

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