

# Volantis Mobile Content Storefront™



Volantis Mobile Content Storefront™ is a platform for wireless carriers and content providers to acquire, market, sell and distribute digital content through a variety of channels and devices.

## Offer Rich, Branded Presentation Across All Channels

Volantis Mobile Content Storefront lowers the cost and complexity of managing multi-channel storefronts, at the same time as providing improved subscriber reach for the content provider. The resulting improvement in the user experience contributes to an increase in transaction completion rates and operator revenues.

With Storefront, marketing teams can easily manage site presentation, branding and navigation, and apply content and business rules to ensure that users are always presented with relevant content.

## Acquiring, Managing and Protecting Content

Content can be managed locally, within the platform, or sourced externally from third parties and may include wallpapers, ringtones, music, podcasts, video, games, feeds, customer care data and user surveys. Once published, Storefront allows the content and services to be accessed via virtually any channel, including mobile and PC browsers, MMS, SMS, IVR, RSS readers, iMode and USSD.

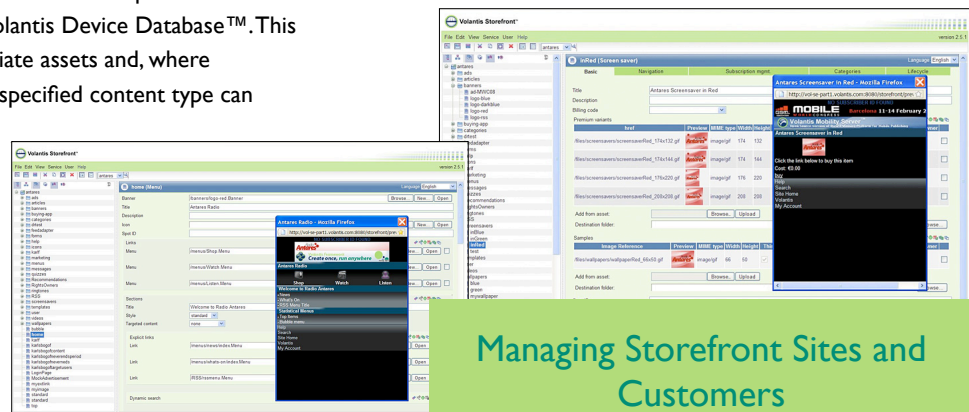
Before delivering content, Storefront will have optimized the content in conjunction with the Volantis Device Database™. This includes picking the most appropriate assets and, where necessary, transcoding them. The specified content type can then be packaged with content protection, either Forward Lock or Combined Delivery DRM.

## A Personalized Mobile Shopping Experience

Storefront includes advanced personalization and social community features including the ability to promote and recommend content based on a users profile, preferences and usage history; they can rate content they have purchased and share their experience through social networking sites such as Facebook™ Platform.

In addition to the online portal, messaging and subscription services allow users to choose how they access and receive content. Preferences allow users to personalize their experience from choosing their own portal “skin” to choosing the type and categories of content they are interested in.

Storefront integrates easily into the operator's OSS services subscriber and billing systems, to confirm access rights and trigger billing. Storefront supports a wide number of buying models including: free, ad-supported and time or credit based subscriptions. Storefront supports multiple-languages, multiple time zones and multiple channels including Wireless Application Protocol (WAP) and i-mode. Storefront is provided with pre-built custom billing integrations for the following operators: AT&T, O2 i-mode, Orange, Sprint, T-Mobile, Telefonica, Verizon and WIND i-mode.



## Merchandizing

Every site owner is aware of the importance of presenting users with pertinent content. This allows greater choice, stimulates revenues and encourages the end user to return to the site. Storefront presents users with a wide armory of merchandizing tools, including:

- ▶ Subscription management.
- ▶ A wide range of pre-built promotions.
- ▶ Content bundling across available content types.
- ▶ Setting of availability lifecycles for assets and pages.
- ▶ Personalized recommendations.

A content carousel enables services to be pre-loaded and updated periodically, or for specific events. Innovative promotions can be created with predefined offers, including discounts, volume discounts and bundles. Comprehensive event records are provided to measure success.

## Customer Care

Using Storefront's extensive customer care tools, agents can view records and action re-sends/ re-downloads, refunds and returns of credit. Personalized self-care features such as My Account and My Subscriptions help to reduce customer service costs.

## An Integrated Platform

Storefront forms the core of the Volantis CDP and integrates seamlessly with Buzzcast, Broker and Transcoder to create an end-to-end mobile platform for promoting, selling and delivering all forms of mobile services across multiple channels and devices.



### User Screenshots

### Benefits to Service Providers:

- ▶ Simplify and lower the cost/time of managing multi-channel applications, whilst ensuring best possible coverage for growing device diversification.
- ▶ Easily manage the entire mobile portal via intuitive web-based consoles.
- ▶ Use Storefront's automatically generated user interfaces to create and merchandize compelling mobile content.
- ▶ Deliver the highest quality end user experience to the broadest audience, across mobile devices and social community sites, e.g. Facebook™.
- ▶ Create dynamic content and advertising, which automatically reacts to subscriber activity.
- ▶ Integrate with:
  - Existing service delivery platforms (carriers)
  - Carrier and 3rd party billing systems
  - Internal and external messaging platforms, advertising servers and digital media transcoders.
- ▶ Support your mobile portal with the industry's largest and most complete device database, constantly and automatically updated by Volantis' support services.



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