


Introduction to
Abiro Mobilizer
Internet Services

Abiro

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Revision PC9

Hypothesis

The mobile phone will become the main tool for accessing social network services, including blogging, chat, media sharing etc services

In newer markets it already is!

Young people drive the change!

Business Concept



Abiro Mobilizer...

- ... defines, develops and customizes fully tested mobile applications and service adaptations in close cooperation with customers, that are supported and maintained throughout their lifecycle
- ... adds value to service providers and network operators by enabling existing and new services to be accessed via mobile phones

Service Criteria

- Services that are complemented and enhanced by access from mobile phones
- Also completely new services apply, where the main access device might be mobile phones
- The mobile phone is the ideal personal provider and consumer of content
 - being always with you and always on

Examples of Services

- Chat
- E-mail
- Blogging
- News
- Social networking
- Media distribution and sharing
 - music, photos, videos, audio/text books etc
- Location/mapping
- etc

Benefits 1(2)

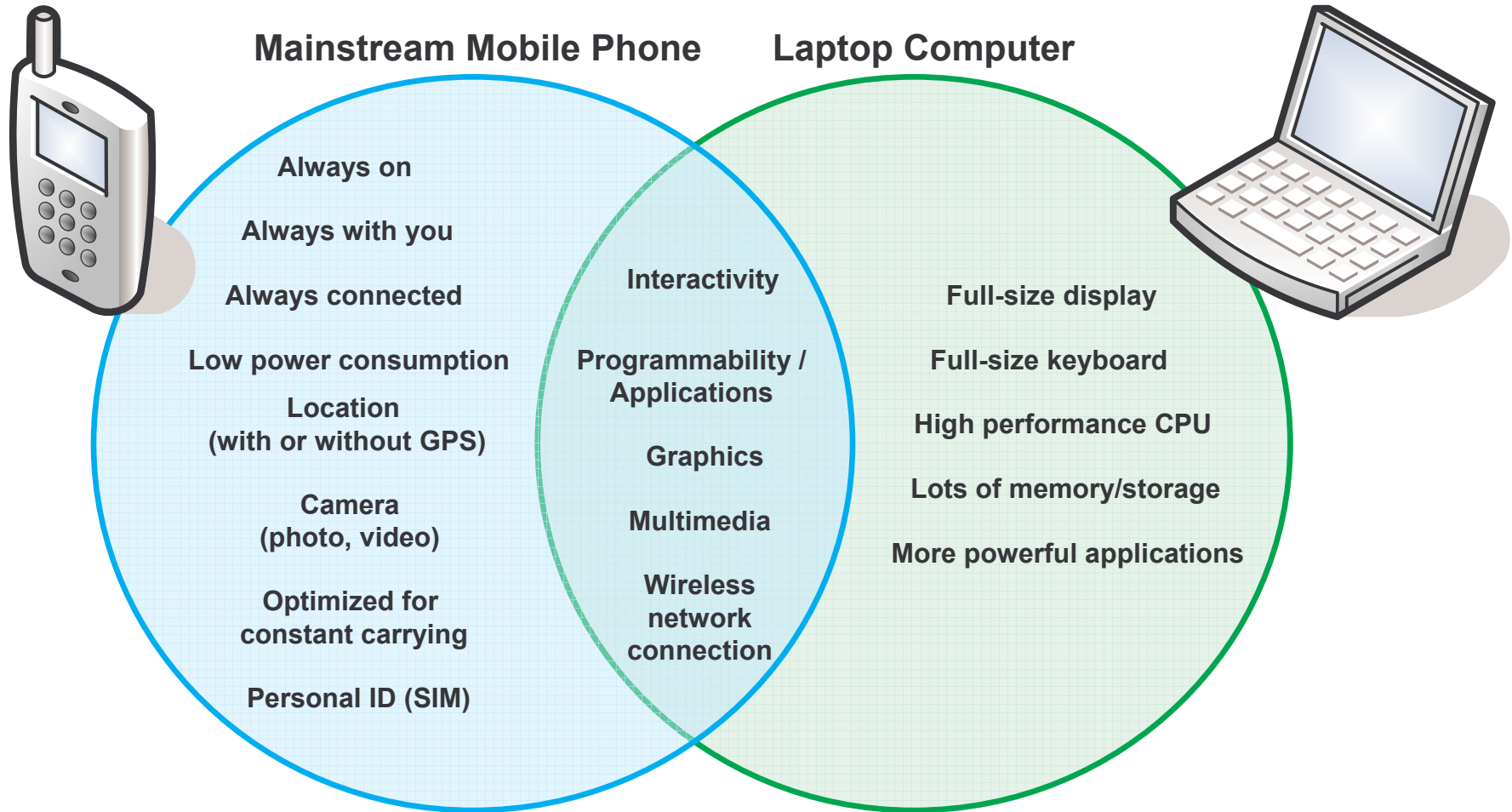
- Increases the market reach considerably, as more people have mobile phones than they have PCs, seen worldwide
- Provides the immediacy possible with mobile phones, as they are always on and always carried
 - The user can be accessed any time of the day (provided he/she wants to), via several different means
 - The user can provide information to services at any time of the day and very quickly

Benefits 2(2)

- Mobile phone applications enable access to the broad range of features in mobile phones, adding functionality to your services
 - E.g. interactive forms, vector graphics, voice recording, camera (photos and video), media playing, positioning etc
- Easy to align the mobile user interface and functionality with your services, via over-the-air upgrades of mobile applications or by updating the phone browser adaptations in the service

Mobile Phone vs Mobile PC not so limited after all...

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Abiro Know-how



- The user needs (interaction, usability, functionality)
- The applicable mobile phone application platforms
- Development of mobile phone applications and mobile adaptations of services
- Optimization of the communication between mobile phones and services
- Testing and certification

Competitive Advantages



- Born and bred in the mobile telecom industry
- In-depth knowledge about the technical aspects of realization of mobile applications and services
- Extensive local and international business network
- Ability to set up projects in the most efficient and value creating way

Java - The Major Platform for Mobile Applications

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- Estimated to be about 1.5 billion Java enabled phones on the market today (Sun)
 - Growing rapidly
 - most new phones are Java enabled
 - Also supported by most smartphones
 - Closest alternative is Symbian OS with 100M
- Freedom to choose the most suitable phone type
- Short time-to-market and rapid evolution steps
- Convenient distribution and upgrading of applications via the mobile network
- Provides access to local phone functionality, like camera etc.
- Possible to provide both on-line and off-line functionality, e.g. for information reporting
- Sun: *“The Java ME platform is the most pervasive mobile technology across the globe, and is deployed by over 180 operators worldwide on over 1.5 Billion handsets.”*



Thank You!

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