



There are in excess of 2.1 billion mobile phones globally and by 2012 this number is expected to approach 4 billion.¹

Your customers are increasing their service demands. And it's not just about a reliable network.

They want to stay connected to a hand-held community that is increasingly interactive, where getting real-time information, updating their social networks, like Facebook and blogging, is part of the package and always at their finger tips.

By making their mobile media experience interactive, you allow your customers to better consume, control, and share the media that is relevant to them and their communities.

What has your mobile community done for you lately?

By providing your customers with the services that allow them to stay connected to their mobile community, you create spaces where you and your business partners can easily reach them. That way, you can help promote your own service and the service your business partners offer, too. And that's where Movius Interactive Mobile Media (IMM) solutions come in.

Movius, the leader in messaging, collaboration and mobile media solutions for service providers worldwide has created solutions for the evolving IMM market. This fast-growing market merges elements of entertainment, social networking, commerce and marketing to give mobile subscribers a superior user experience—and mobile operators a new way to differentiate themselves.

¹ Informa Telcoms and Media, Mobile Instant Messaging: the next advertising opportunity, 2007.

IMM MARKET SOLUTIONS Our solutions capitalize on opportunities created by the new interactive mobile media market to deliver what your customers want—so you can increase brand value and consumer loyalty.

Mobile Marketing and Campaigns

Content owners, big brands, and media companies are looking to take advantage of the mobile medium for promoting their products and launching new offers. Mobile operators must be prepared to provide these mobile marketing services. Whether you're promoting a new service or a business partner's new product, we've generated an innovative way for you to interact with your customers.

We believe that advertising is a key enabler for new services, so we design all our new applications, such as VideoCALL and Mobile Instant Messaging, to include an advertising element. This allows you to offer new services at a lower or no cost to your subscriber.

The industry research firm, eMarketer reports that mobile advertising spend will exceed \$16B by 2011. To capitalize on the revenue opportunity, MNOs will need to switch from text-based services to multimedia services.

Additionally, Movius provides solutions that allow you to build custom marketing campaigns using a rich video experience to targeted users. Our On-Device Portal platform and Mobile Advertising Engine allow you to take advantage of the growing multi-billion dollar mobile advertising market. Using our solutions, you will be able to:

- Deploy targeted marketing campaigns with a rich, interactive video experience.
- Insert advertisements into mobile messaging services such as SMS and MMS.
- Create ad placements for on-device mobile applications.
- Generate revenue from advertising and content offers.

Let the Movius team help you build creative and interactive mobile marketing and campaign offers that drive revenue and improve customer loyalty.

Mobile Entertainment

People want to be entertained and they are taking their entertainment mobile. Early mobile content offers such as ring-tones, wall papers, and mobile games are evolving into more sophisticated offers like mobile TV, media-casting, and on-demand video. Movius enables mobile operators to create interactive entertainment offers that generate the kind of mobile gathering places advertisers and content owners are looking to capitalize on.

With Movius IMM solutions such as Video Portal, mobile operators can launch custom storefronts using a rich video experience, build media-rich, on-device mobile publications (like newspapers and magazines) and create advanced, interactive news and information services where video is the experience. There is virtually no limit to the kinds of creative interactive mobile media services you can build with Movius as your partner.

Mobile Communities and Sharing

Social networking services like Facebook and MySpace have created an online community phenomenon; and you can take it to a whole new level by helping your customers stay connected to their social networks via their mobile devices.

Movius Mobile Instant Messaging allows you to capture the community already built into your mobile subscriber network and extend that to the online communities that are taking their services mobile. With features like Group Chat and Picture Sharing you can create a true presence-based messaging solution for your mobile subscribers.

Movius also offers video-oriented community and sharing solutions. Quickly create video blogs and ad-hoc video chat by using our Video Portal and Video Conferencing solutions. Additionally we provide solutions such as Smart Kids to help parents control what their children are exposed to in their mobile environment. Contact Movius to learn more about using IMM to capitalize on your mobile community.

Mobile Commerce

Consumers want the convenience that mobile commerce enables and transacting commerce is a function that is found across the suite of Movius IMM solutions. Whether your customers need to purchase a product that was advertised using our On-Device Portal or simply download content previewed on our Video Portal, the ability to complete a transaction is a common Movius IMM solution feature.

Movius Mobile Commerce solutions can also be stand alone applications. By giving your customers the power to control their assets with their mobile devices, you help give them the freedom to go anywhere, anytime. Whether customers are using your services to top-off their prepaid accounts or transfer money between individuals using their mobile phones, rest assured that the Movius solutions are easy to implement—securely.

Mobile Instant Messaging subscriptions is estimated to increase from 41 million in 2008 to over 640 million by 2012.²

² Visiongain, "Mobile Instant Messaging Report 2006-2011: Deploying Successful Mobile IM services", June 2006.



Increase your superiority today.

The demands from mobile consumers are increasing. Entertainment, communities, and commerce are important aspects of their mobile lives and advertising is an important component of any mobile media offer. In order to attract users and to garner a majority share of advertising dollars, mobile operators must create a superior mobile media experience—one that is interactive, entertaining and can be dynamically generated and modified.

Movius' suite of IMM solutions and services can give you the tools, support and solution you need to do just that.

Visit Movius at www.moviuscorp.com/imm to get started today.