



Empowering The Mobile Lifestyle™

Features Overview

- Collaboration and scheduling services for groups
- Group task management
- Support for membership by organization or group
- Complete email workflow processing
- Lightweight single sign-on for wired and wireless users
- Single profile database of users enables creation of highly targeted applications
- Application and data security to empower commercial applications and enable controlled extranet access
- Unified, scaleable and extensible database definitions to support third-party applications
- Application and feature billing to support subscription, transaction or package pricing models
- Supports revenue tracking by reference code to empower sales channels
- Ability to query user database by profiles to provide superior targeted marketing
- Application focus for stickiness
- Outsourced or insourced solution
- 100% standards-based

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NotWired Carrier Services

For Deploying Mobile Applications

The NotWired Mobile Application Platform is the first full-service offering to provide a multi-organization system that can manage millions of users through wired and wireless devices. Carriers can roll out highly scaleable, highly secure applications for the business or consumer marketplaces and define billable packages or features to generate additional revenue.

The NotWired platform provides a common control point for application and content services. It delivers services that business professionals and consumers demand while lowering risk and the cost of entry for carriers.

Reduced Deployment and Management Costs

Many companies are offering wireless content and services. Either carriers or aggregators are consolidating the content. Market competition will create free content and carriers will be forced into flat-rate pricing.

Applications offer value-added services, but individually built applications services are costly to integrate (if it is even possible) and they are extremely difficult to maintain and manage. NotWired relieves the carrier of this burden by providing outsourced applications and integration services that are designed for the wireless marketplace.

Increase Revenues

The majority of content services do not have any revenue model to enable carriers to increase revenues from data offerings. All NotWired applications and services can be controlled from a centralized administration point to set pricing. Pricing models can be set for applications, features and information so carriers create additional revenue streams.

Increase Market Share

The group nature of the basic service package with NotWired increases group usage. Businesses, organizations, families, friends and other groups can be included when group scheduling or group task delegation occurs. This is a marketing opportunity to entice and capture additional users with data services.

Channel Support

Face it. Channels support your marketing efforts and enable you to reach more subscribers. NotWired's signup procedure tracks new subscribers by reference code to enable you to create effective and successful channel marketing campaigns that drive the sales channel with the single most effective promotion – commissions!

Operating Expense

NotWired can be an outsourced or insourced solution. Whatever the configuration, NotWired is a leased operational expense so you can expend your capital on assets core to your business.

Rapid Deployment

In today's tight labor market, finding skilled resources to rapidly deploy wireless services is difficult, if not impossible. NotWired's integration team will work with your organization to integrate billing services, SMS, WAP and VxML servers into your network to deliver the latest data and voice solutions in the shortest amount of time.

Standards-Based Solution

Java applications deploy on any platform. Support for HTML, WML, HDML, WAP, SMS, VxML, SyncML and XML. NotWired can facilitate integration.



Empowering The Mobile Lifestyle™

Business Application Overview

- Supports users in multiple organizations
Group Scheduling
- Group Tasks
- Meetings and Minutes
- Group Phonebook
- Inbox
- Status Reports
- Compose a Message
- While You Were Out Messages
- Centralized Administration

NotWired Business Applications

For the other 75% of the workforce

Support Multiple Organizations

People are members of many groups – work, family, friends, professional and volunteer organizations to name a few. Yet, a person does not keep multiple calendars and schedules. NotWired supports membership in multiple organizations and allows users to switch between them when accessing the system.

- Wireless and wired single sign-on
- Rapid organization switch
- Single inbox for requests from multiple organizations

Group Scheduling

People collaborate and communicate over wireless. Meetings and events can be scheduled and confirmed via the wired or wireless network on any device. Some capabilities include:

- Request an event (meeting, conference call, party) and track acceptance
- Review personal or group calendars
- Schedule, move, update or cancel events on calendars
- Accept, tentatively accept or decline requests from others
- Determine free times for groups of people

Group Tasks

Tasks can be created and delegated throughout the organization or to others outside the organization. Track tasks, reassign tasks, mark a task completed all through the Internet or your wireless device.

Meetings, Minutes and Action Items

Host a meeting, create minutes and assign action items that are tracked to completion. Busy, mobile managers will be able to see the progress of assignments throughout the organization.

Group Phonebook

An on-line organization phonebook is always up to date. Each member is responsible for updating his or her own profiles. The unique security access of NotWired allows members levels of access to that information. For example, maybe only managers are allowed to utilize another member's home phone number. All information is available immediately through wired or wireless Internet.

Inbox

An inbox controls requests for meetings, action items and tasks. New assignments may be accepted, tentatively accepted, declined or reassigned to another member, cell phone number or email.

Status Reports

Track the status of members in your organization. Status reports contain sections for goals, accomplishments, issues and incomplete tasks.

Compose a Message

Messages can be quickly sent to mobile phones or email. The compose message feature does not require separate email applications to send a quick message.

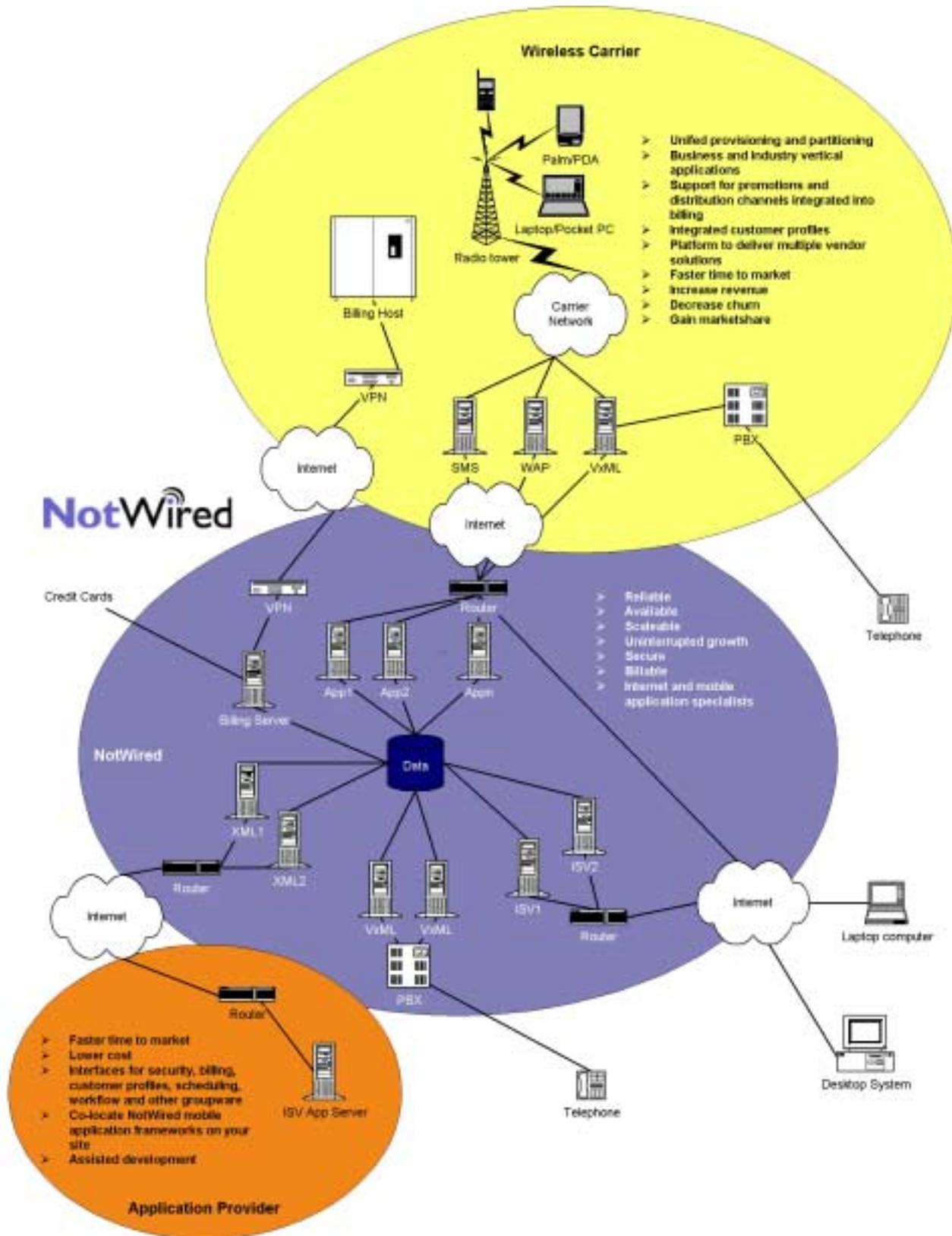
While You Were Out Messages

Take down important information for someone in your office. Eliminate paper messages and send it directly to a cell phone or email address.

Centralized Administration

Allow organizations to manage their own members, profiles and security access to applications. As a carrier, this will lower support costs significantly and give freedom to individual organizations to setup services as they desire.

Wireless Carrier Solutions





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Hosting and Integration Services Overview

- Reliable
- Available
- Scalable
- Uninterrupted Growth
- Secure
- Billable
- Internet and Mobile Application Specialists

Reliable

NotWired has deployed its services with foremost industry specialists operating data centers for most leading Internet companies. In addition, NotWired application servers run in parallel with a mirrored database. There is no single point of failure for NotWired services.

Available

We strive for carrier-class availability. That is less than one hour a year of unplanned outages. We guarantee this service level and insure its fulfillment by designing the system so that there are no single points of failure. We host all equipment with multiple premier data centers.

Scalable

The database is the single largest point of vertical scaling. Initial deployments are based on Oracle/Solaris architecture. This architecture runs some of the largest Internet deployments today. NotWired application servers scale horizontally and can handle thousands of *active* users each. By adding additional application servers and growing our database servers, we can insure uninterrupted scalability.

Uninterrupted Growth

NotWired uses a horizontal scaling strategy and “hot” swapping of database servers to insure 24x7 service with unlimited growth.

Secure

NotWired’s data center is a state of the art centers in partnership with UUNet. All database servers are protected by high security procedures. The latest firewall security is deployed to protect NotWired from physical intrusion.

In addition, all applications utilize organization, user and password security and log all access to systems by the IP of the user.

Applications that utilize user name and password information employ encryption for the highest level of security.

Billable

All NotWired applications and third-party applications that are built on NotWired can support billable services. Services can be billed by subscription, transaction or in some package definition. The NotWired integration team will work closely with your company to integrate transactions into your customer billing system so customers are presented with one unified bill.

Mobile Application Specialists

NotWired’s team specializes in Internet and mobile application development. We understand the technology, the limitations, the design of applications and their successful deployment.

We want to help your team integrate and deliver value-added services that are more sticky than simple content. Driving demand for Internet access via the wireless network will increase revenue, increase marketshare and decrease churn. NotWired is a set of applications that mobile professionals and consumers utilize on an hourly basis.

Contact us to build the best service offering in the business, deploy it faster and at a lower cost than all other solutions.

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