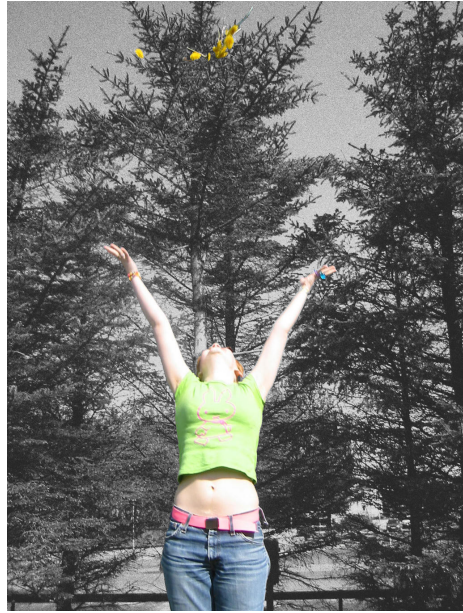




From 0G to 3G in 4 easy steps

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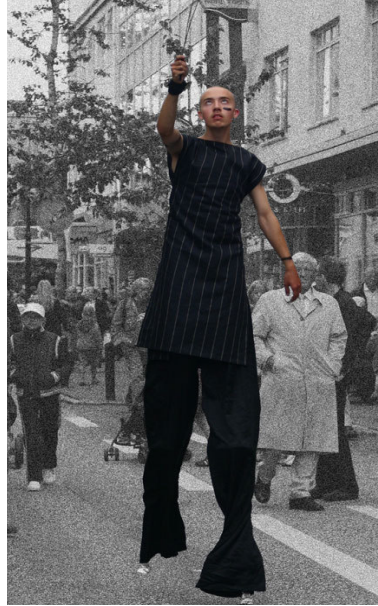


- What do you mean 4 easy steps?
- Driving revenue via Value added services
- Case study – Mobile Weblogs
 - Getting inbound traffic
- Content delivery
 - Generating outbound traffic
- Pulling it all together
- Conclusions



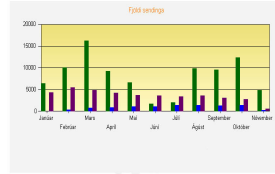
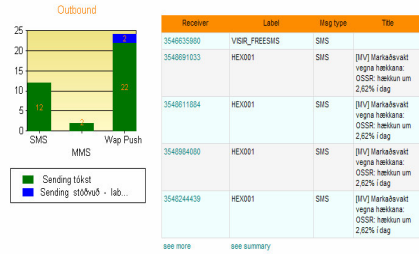


- Enabling value added services over voice network
 - Via voice services or DTMF
- Provide even more services via SMS
 - Order service via SMS
 - Get information via SMS
 - Enable community participation via SMS
- Add value via MMS
 - Deliver richer content via images, audio and video
 - Enable users to create and share their content
- Jazz it up with Streaming
 - Deliver up-to-date audio/video streams from the Pros
 - Distribute user driven content via podcasts

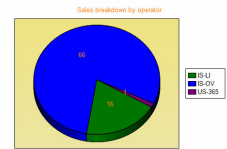
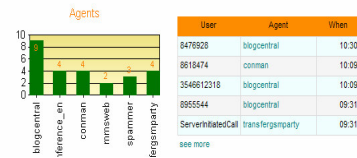


- Our services are responsible for up to 25% (33%) MMS traffic in our markets
- We do well in the traditional mobile user group (males 18-25)
 - yet they are our third largest groups, after teenage girls and moms
- Our customers tend to move more and more of their value added services to our platforms
 - We provide value
 - We save them time
 - We make them look good





	Íslan	Önnar	Íslan	Önnar	Íslan	Önnar
Janúar	6000	3100	6200	4200	6000	4200
Febrúar	10000	10400.00 kr	8200	8000.00 kr	200	4100.00 kr
Mars	10000	10140.00 kr	4700	5000.00 kr	800	1000.00 kr
Apríl	9000	10400.00 kr	4000	4000.00 kr	100	1000.00 kr
Máj	6000	4140.00 kr	3000	3000.00 kr	100	1000.00 kr
Júní	1000	600 kr	3000	2500.00 kr	100	1000.00 kr



Operator	Operator	Links	Revenue	Volume
IS-LI	Landsmenn	10	3164	50k
IS-OV	Óg Vinstakona	66	6366	50k
US-365	365 (Kvöld ággjarni) - US	1	0	50k
Total		83		

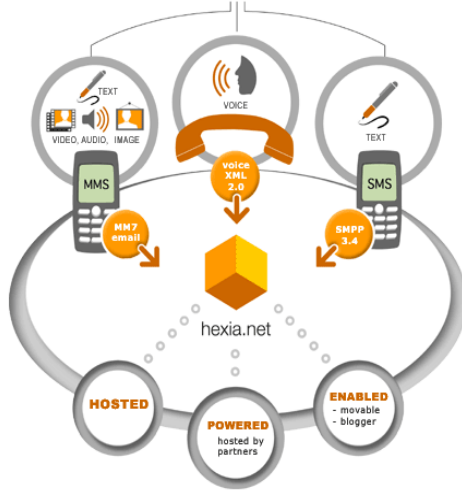


- Increase inbound traffic
 - Get people to **send** more content
 - Peer-to-Peer
 - one-to-many
- Increase outbound traffic
 - Get people to **receive** more content
 - By request
 - By subscription
- Make it worth the effort for content providers
 - Go for a smaller piece of a bigger pie

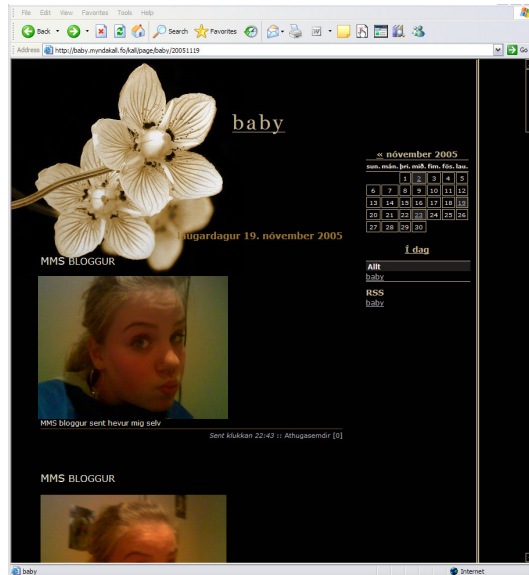


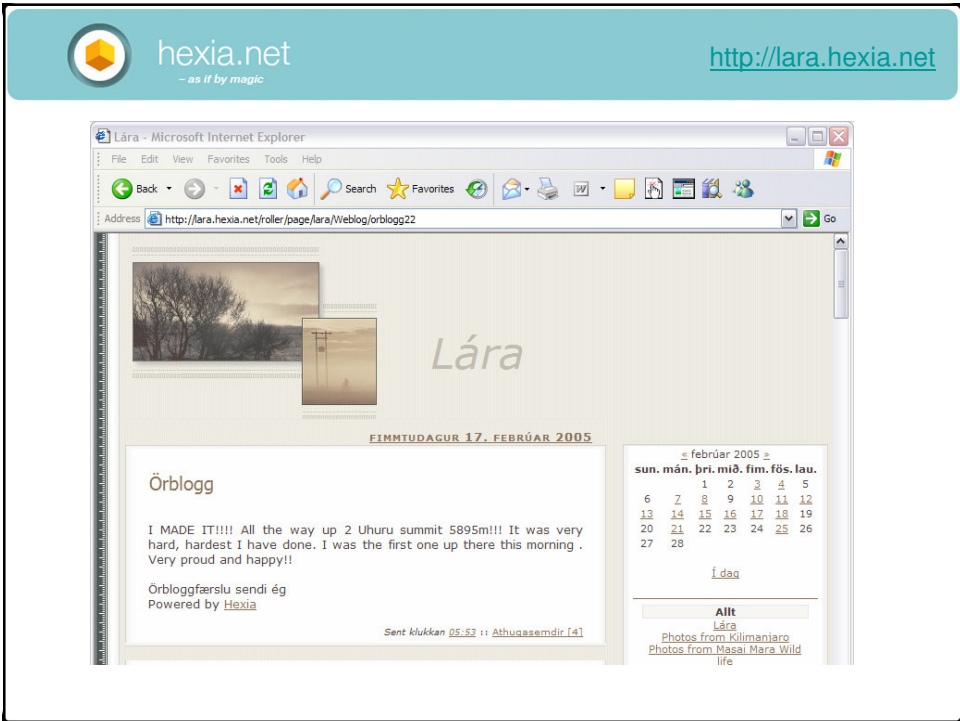


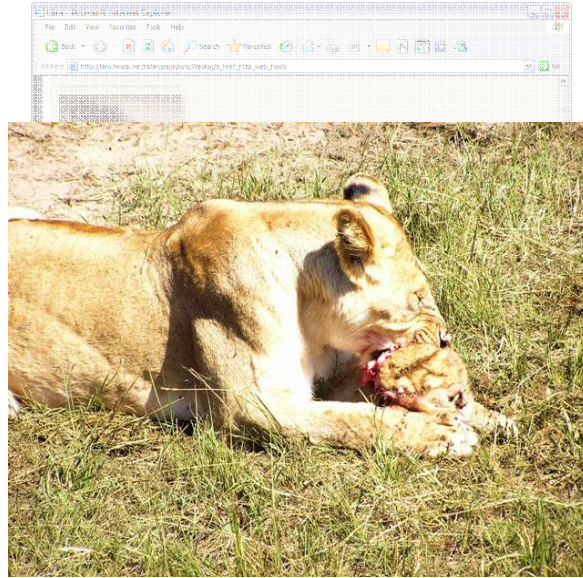
Hexia Mobile Weblogs



- Moblog that allows users to send
 - Sounds
 - Images
 - Text
 to their blog
- Hosted service
- Biggest user group is teenage girls and parents with babies
- Peaked in 33% of overall MMS traffic over a single month
- No problems with inappropriate content







ICELAND ROVERS
Offering Iceland adventure tours since 1996

Daytours
Essential Iceland
Hot & Cold
Volcano jeep tour
Glaciers & waterfalls
Mt. Hekla & hot springs
Northern lights & lobster
Midnight sun & lobster
Myth & mystery
Longer tours
Incentive travel
Customer photos
Useful information
About us
Special offers
Contact us
Home

Closer than you think - farther than it seems

Northern Lights & Lobster jeep tour
Season: September - March

Things you will see/do on this Iceland northern lights tour: Northern lights*, black sand beaches, lobster feast and Icelandic schnapps!

Languages: English, French, Scandinavian, and German

On this jeep tour, we will head for the south coast away from the lights of the city. Once we are outside of the city, we'll begin our hunt for the hauntingly beautiful Auroras Borealis. Next we will visit the black sand beaches of the south coast for a little taste of Icelandic delicacies!

As we continue our quest for the northern lights we drive to one of Iceland's most renowned seafood restaurants for an unforgettable lobster feast. And, after this delicious dinner we drive into the night and look out for the mysterious lights once again as we head back to Reykjavik.

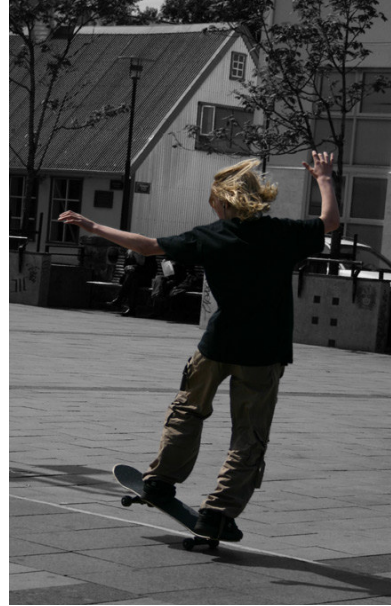
Duration: 5 hours
Departures: Tuesdays, Fridays and Saturdays at 18:00
Included: Lobster feast, Driver-tour guide & Icelandic schnapps
Not included: non-alcoholic drinks, please bring your own water or soda
Price:** 15.500 ISK / 250 USD / 210 EUR per person.

*** Please note that the Northern Lights are a natural phenomenon and sightings, therefore, cannot be guaranteed.**
**** Please note that the stated prices in USD's and EUR's are variable due to the fluctuation of exchange rates.**

Our photoblog
Video
Video
eprints



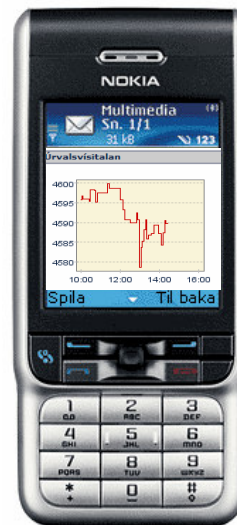
- We host (and manage and maintain)
- Revenue is based on revenue share with operator
- Users experience an ownership over the blog
 - More responsible use
- We **never** talk about technology
 - Support any way to send content to the blog
 - SMS, MMS, Email, voice recordings, web interface
 - Users got in using their non-camera phones to send SMS and then went out and bought a camera phone to be able to send pictures
- Supports voice, SMS, MMS
 - Yet mainly drives MMS traffic



- We know our acronyms
 - MMS
 - MM7, MM4, MM2
 - SMS
 - SMPP 3.4, HTTP URL, XML over HTTP
 - Wap Push SI, Wap Push SL
 - OMA, OTA, SynchronML
 - Voice
 - VoiceXML 2.0
 - Web Services
 - SOAP, RSS, XML over HTTP, HTTP URL
 - Streaming
 - UDP, RTP, RTSP
 - Security
 - DRM, HTTPS
 - Other supported
 - XML-RPC, SMTP, XHTML

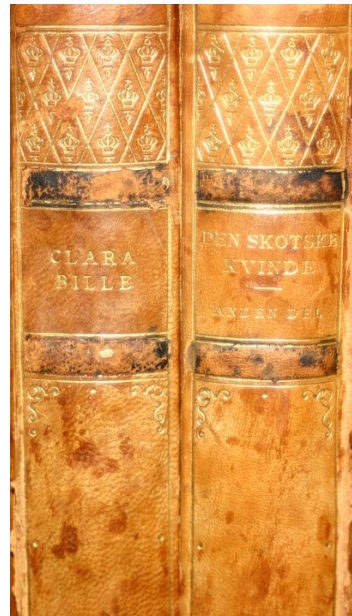


- Deliver content from the web to the phone
 - By user request
 - By subscription
- Enable content from third party sources
 - Financial
 - News
 - Entertainment
- User driven content
 - Blogs
 - Picture contests
 - Podcast
- Make it **really really** easy to access
 - From the phone
 - From the web





- The Big Boys
 - CNN, BBC, Disney, Al Jazeera
- Enable local talent to distribute their content
 - Local news
 - Your local sports team - images
 - The band in your town – ringtones and music
 - Local government - announcements
- Use content from the Web
 - RSS feeds
 - Pod casts
 - Mobile web pages
- Make it **really really** easy to provide new content



- Have it – use it – sell it
- User sends in an image or audio
 - Vote for it
 - Send it (via MMS or email)
 - Make it available via your wap portal
- XML feeds
 - Read it via TTS
 - Send it to the phone
- Podcasts
 - Play it
 - Stream it to the phone





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Pulling it together



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Pulling it together



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Case study
Subscription services



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Key features



- Users sign up for teams in the English league
- When a goal is scored a short video is sent to subscribers
- Available over GPRS and 3G
- Subscription is free for Og Vodafone users
 - We get paid a flat fee
- The result for the operator
 - Increased sales in MMS handsets
 - Major increase in MMS traffic
 - Major corporate accounts switched operators to get the service
 - Uptake in other services
 - Stock market (voice and subscription)
 - Vodafone Live



- Go for hosted solutions and third party services
 - Cost of ownership is just too high
- Go for
 - Local content
 - subscriptions
 - user driven content
- Content should be created by creatives
 - Operators are not good content providers
 - Techies are not good content providers either
- Aim for local content
 - The international Big Brands are of course great
 - But people tend to be more passionate about their local heroes



- Goal is to drive overall content use
 - Enable low end services (voice, SMS)
 - Make high end services visible (MMS, Streaming)
- Goal is to get more customers
 - Data services can be used to hook in customers
 - At the end of the day, voice calls the big revenue makers



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Who wants it?



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