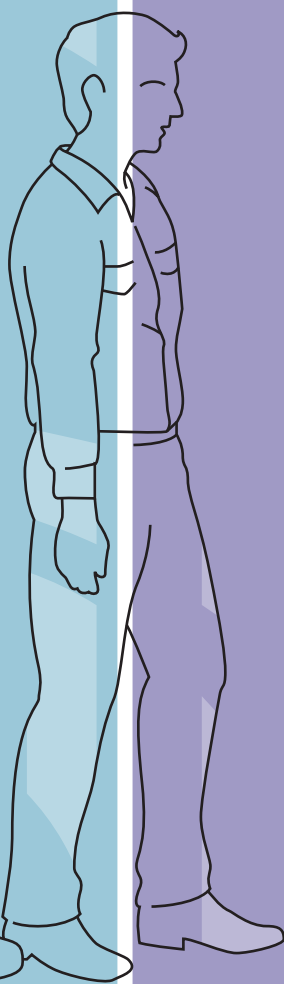
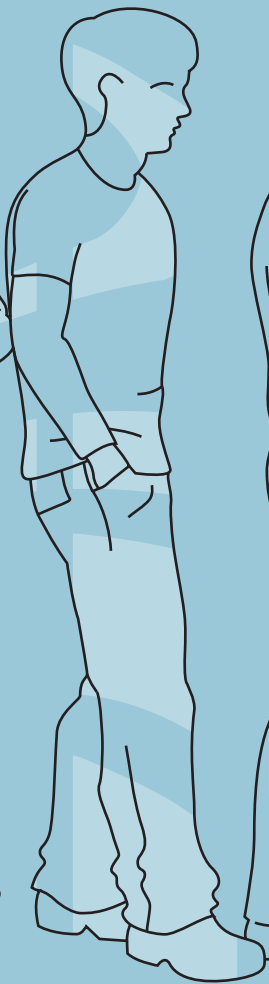
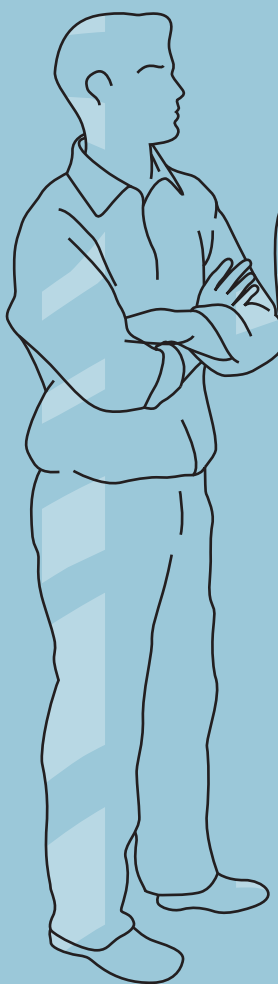




# CONTENT IS KING



# SHAPING THE NEW MEDIA AGE

Nothing is static. As consumers, customers and clients become increasingly mobile, so must their means of work – and play. Organizations seeking the widest outlet for their message and media companies trying to expand their reach are having to adapt to the new opportunities provided by on-demand content delivery. The changing nature of mobile phone use now incorporates entertainment, news and information as essential features of network provision. The consequences are clear; content has to find the consumer.

Javna's Mobile Media Division has developed to meet the requirements of mobile content delivery, evolving into a market-leading provider of mobile media technology, network coverage and handset compatibility.

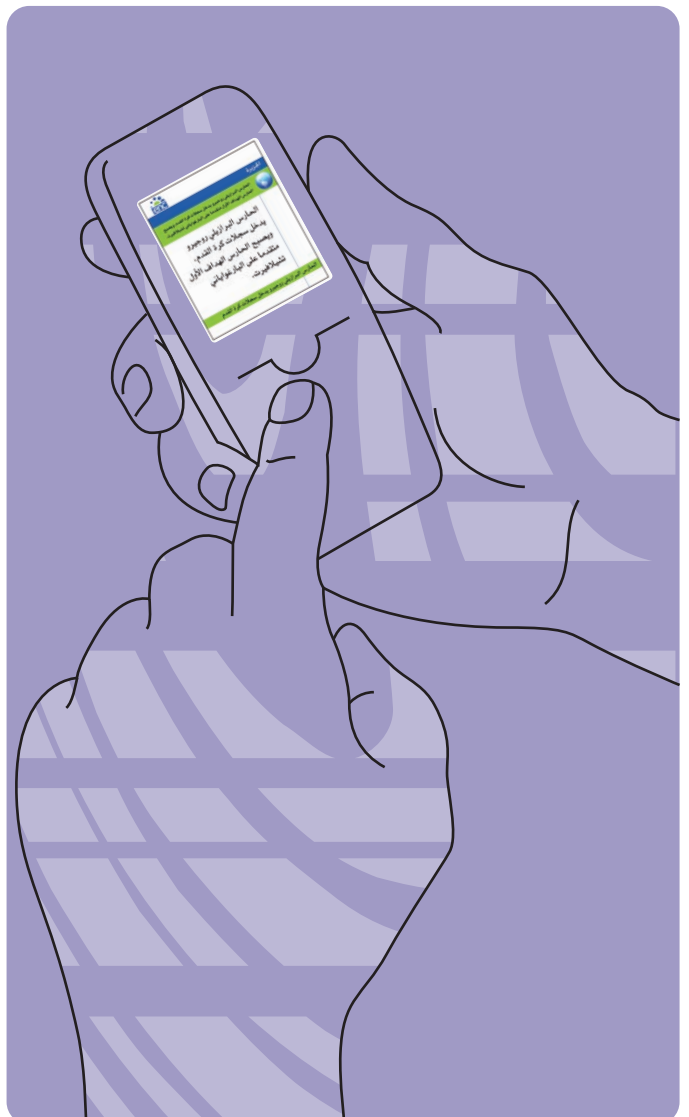
Javna's technology will support mobile business applications, interactive messaging, entertainment, advertising and mobile data – all of which will extend existing brand reach.

Javna is set to be at the forefront of these new media venues, enabling access to customers and clients currently beyond the reach of today's organizations. At the heart of Javna's technological expertise are the Epicenter platform and the RedRabbit, content-hosting service, a combination that supports both global messaging and a complete mobile media network.

**Javna can provide  
the full mobile media  
package – sourcing,  
formatting and delivering  
content to service the  
on-demand generation,  
wherever they are**

## SHAPING THE FUTURE OF MOBILE MEDIA

Javna's objective is to become the principal global provider of mobile media solutions, incorporating the delivery of the best platform, network, technological compatibility and, importantly, relationships with content providers. With major corporations, media conglomerates and entertainment brands as partners,



# MOBILE MESSAGE DELIVERY



Javna's RedRabbit Messaging Services provide a vital bridge between content providers, organizations and the end-user.

**A reliable network with maximum capacity, RedRabbit supports mobile messaging, SMS messaging and bulk SMS messaging – with a reach represented by more than 360 networks across Middle East, Europe, Asia and The US.**

RedRabbit is supported by the Javna-developed Epicenter platform, the sector-leading scalable and fully compatible technology that maximizes network reach. RedRabbit Mobile Messaging enables:

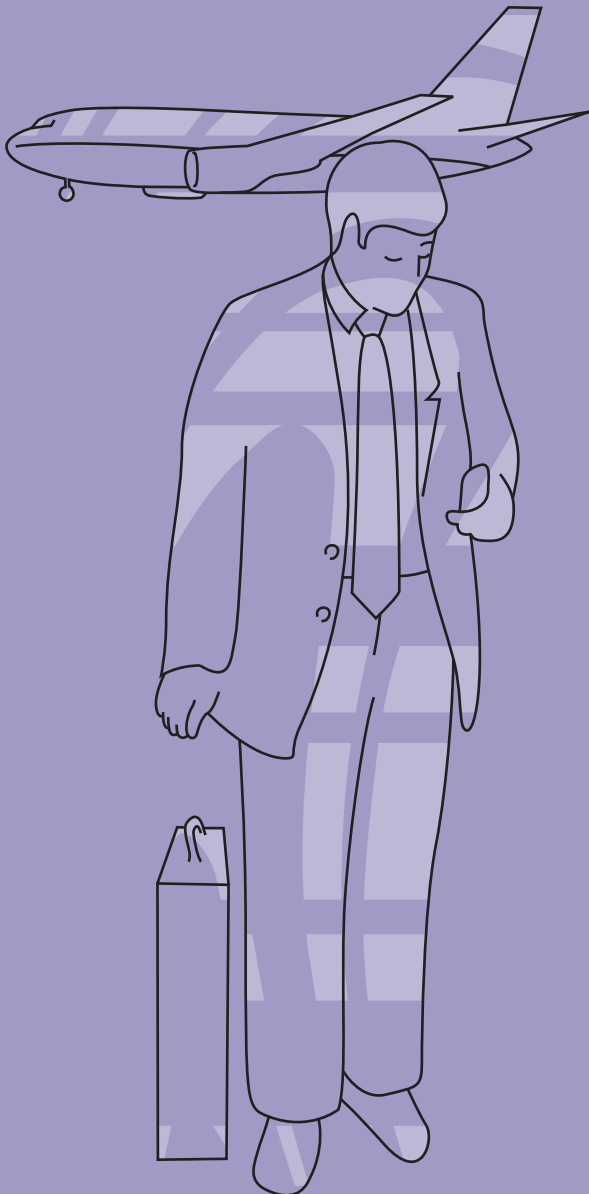
- SMS delivery
- EMS delivery
- MMS delivery
- 2-Way SMS delivery
- Message tracking from source to end-user



## GETTING THE MESSAGE OF SMS

SMS messaging is being utilized in a number of powerful ways by today's organizations, RedRabbit's SMS capability has been used to:

- Assist companies in their internal and external communication
- Develop information alerts, ring-tones and logos
- Create SMS sending facility for end-users to can generate the revenue
- Provide interactivity between media companies and their audience
- Enhance logistics and supply-chain management, helping organizations keep track of stock in real time
- Provide a new marketing channel using two-way communication, direct access and the ability to measure campaigns



## LET CONTENT MAKE A KEY CONTRIBUTION

The benefits of the RedRabbit message delivery include:

- Reduce the total cost of ownership (TCO) of mobile communications by reducing required mobile network links and average cost of message delivery
- Improve revenues and brand coverage by increasing usage time
- Generate income through provision of syndicated content and advertising
- Reduce content delivery costs through an integrated distribution system
- Reduce costs by enabling third parties to easily integrate
- Reach target audience – customers or mobile workforce – with a scalable alerting platform with a broad array of mobile messaging delivery platforms
- Enable access to all information and data sources as they evolve
- Enhance customer retention with personalized communication
- Profile and target customers
- Enhance customer experience and satisfaction
- Utilize all existing customer data and systems with a very little overhead on IT resources
- Track customer trends and learn from customer behavior

Perhaps most importantly, Javna is able to rely on a proven messaging delivery system that has been developed to support all messaging systems and content types. Javna also utilizes its long-standing and trusted relationships with regional mobile networks to maximize reach.

### » Subscription Management

This is a complete solution that will manage the subscribers to any mobile service subscribers. New content can be checked via the content management and interfaces module, and then sent to specified subscribers through the integration with the messaging gateway services product. The solution handles subscriptions from multi-channels through the WEB, via SMS or through call centers. Subscribers can access certain content categories, and the sub-module will enable other modules to query for certain subscribers that belong to a certain category.

### » Messaging Gateway

This is a high-performance, next-generation messaging platform for sending and receiving SMS, MMS, protocol conversion and more. It provides operators with an all-IP architecture across the full range of service delivery engines—all of which allow smooth migration. The Gateway is a combination of products and services which can be combined to suit the needs of the network operator. Operators can introduce IP-based services, share components, centralize functions, and introduce new services to meet customer demand. The result is higher performance, efficient scalability and centralized management – all at lower costs. The architecture offers common management, provisioning and network interfaces to significantly reduce cost of ownership, while also providing the flexibility, features and framework components to help operators evolve their service portfolio to include richer and more interactive messaging services, such as SMS TV voting.

### » Value Added Services

A complete software solution for on-demand and subscription-based content services, VAS is an application that enables the collection, management and delivery of mobile messaging content. It can integrate effectively with existing billing, portal and customer care technology – and is designed to accommodate all future message formats. It enables operators, ISPs or any VAS providers deliver best in class wireless services such as SMS, MMS, WAP, SMS to TV, MMS to TV, and video streaming.

### » Mobile Campaign Manager

This is a web-based application through which organizations can manage and track an effective mobile-based campaign. It features a unique 2-Way SMS platform to support interactivity with mobile recipients, cross-operator coverage, a comprehensive contacts management function and complete reporting and analysis features.

### » 2-Way SMS

Available to wireless digital-phone customers, 2-Way SMS can be used as an alternative to paging services, able to receive reminders, short emails, stock quotes, sport scores, headlines, horoscopes, and other types of information. It can also be used for retrieving information from internal systems.

### » MMS

A flexible web-based message composer for a range of messaging requirements. The MMS Composer includes tools for laying out sophisticated presentations on a timeline editor, which enables the use of still and moving images along with audio, text and transition effects to produce exciting multimedia content. The content can be transmitted directly to handsets or published to create interactive services. The Composer also has a preview feature to show how the content will be displayed on a variety of handsets. MMS provides Mobile Originations (MO) and Mobile Termination (MT) supported (MO support via email address and long number), SMIL presentation support (handset dependent), Image transcoding capability, XML interface, MM7 Interface, Online reporting and delivery receipts.

### » Vote Management

This tool allows organizations to create various types of attractive SMS voting events, such as surveys, opinion polls and quizzes. By using advanced filtering options – message prefix, short code, incoming account, sender, recipient, etc – incoming messages will be forwarded to appropriate voting services to allow overlapping voting events. Incoming messages are classified according to the list of predefined voting answers, and automatic replies can be sent in response. Working in real-time, changes can be made to settings, such as modifying the list of voting answers or altering time limits. The visual appearance of voting results chart is fully configurable. Voting results may be automatically exported to external data source, allowing you to use external applications for further processing (e.g. web publishing).

### » Epicenter SMS & MMS to TV

Epicenter SMS & MMS to TV is a key TV interaction tool, providing an up-to-date overview on the status of SMS and MMS-TV, including Interactive TV; SMS-to-TV; MMS-to-TV.

# MOBILE CONTENT DELIVERY NETWORK

## MAXIMUM NETWORK CONNECTIVITY

Javna offers the complete Mobile Content Delivery Network. Offering a fully-integrated, hosted and interactive network, Javna is able to deliver a range of mobile business applications, entertainment, advertising and data collection to the target audience of any organization or media company.

With relationships with internet hosts, ISPs and mobile carrier networks, the necessary capacity is guaranteed to deliver content as required, when required. This includes hosting or managing access to server-based information or directories – enabling applications such as mobile stock exchange, Yellow Pages or traditional news and broadcast services.

When supported by increased opportunities for advertising, which can also be managed by Javna technologies, these essential components of service delivery become self-supporting.

Additional benefits include:

- Extending brands and messages beyond existing mobile network services
- Development of a new venue for delivering and accessing business information, advertising, content distribution, and demographic polling
- Direct access to consumers and measurement of consumer reaction to marketing initiatives
- Increased traffic and, therefore, new revenue sources
- Competitive advantage in the marketplace

## Mobile media platforms

Javna's technologies and processes, plus the long-standing relationships with major media outlets and entertainment brands, enable the prompt delivery of customized solutions to our clients. Interactive content can be delivered across mobile networks over GPRS, EDGE, 3G and Mobile Data Network.

## FLEXIBLE CONTENT, ON-DEMAND INFORMATION

Javna's mobile media packages provide a wide-range of interactive, fully-compatible services that can provide access to vital information when, and where, it is required. RedRabbit utilizes the Epicenter platform to offer the following packages:

### » Mobile NewsCaster

A client/server application, this is installed on handheld devices and communicates with a server via a mobile operator network. The latest news headlines are available from a selectable list of news agencies, and are delivered in user-friendly format of headline, image and date. The device application also supports video clips and audio files. Intelligent advertising is displayed on select parts of the screen.

### » Mobile Advertisements

Able to broadcast any kind of advertisement content, Javna's powerful web-based service enables content providers to intelligently post and manage any type of advertisement on handheld applications. This web application allows content providers to post select the screens and services where their advertisement should be displayed. The system publishes the ad based on defined rules by the content provider. Reporting and billing is also facilitated by Mobile Advertisements system, further enhancing the functionality.

### » Mobile Content Management

This provides a flexible framework to manage mobile content, ensuring the compatibility, integrity and distribution rights of mobile content packages before they are distributed. Organizations utilizing mobile content need a flexible content management and delivery infrastructure to handle the increasing range of content packages as well as the relationships with content providers and aggregators. Mobile Content Management is designed to support traditional content management functionality and offer advanced features required to deliver premium content objects to mobile subscribers.

# LIVE AND DIRECT

A vital component of mobile content delivery is the ability to provide access to both server-based video and audio files, which can be streamed on demand via a mobile device. The bridge between the end-user and the media content is essential to provide the desired flexibility and mobility – ensuring an organization can provide an unlimited service to its subscriber base.

Javna's Application Service Provider delivers a gateway to all video and audio content from mobile devices, enabling media companies to expand their reach and mobile operators to widen their customers' usage.

## » Live 24X7 broadcasting

Javna streaming also enables live radio or TV feed to be delivered online. Content feeds can be continuous, or scheduled by segment. Comprehensive network monitoring and management ensure that the highest quality of delivery.

**Javna's technology enables devices to access satellite TV channels, live camera feed from the web, video clips and premium content**

Javna's technology ensures compatibility with the most common internet-based audio and video players, including RealOne Player, Packet-Video and Media Player, which are available on most mobile phone handsets.

The service is provided in two ways:

## » On-demand broadcasting

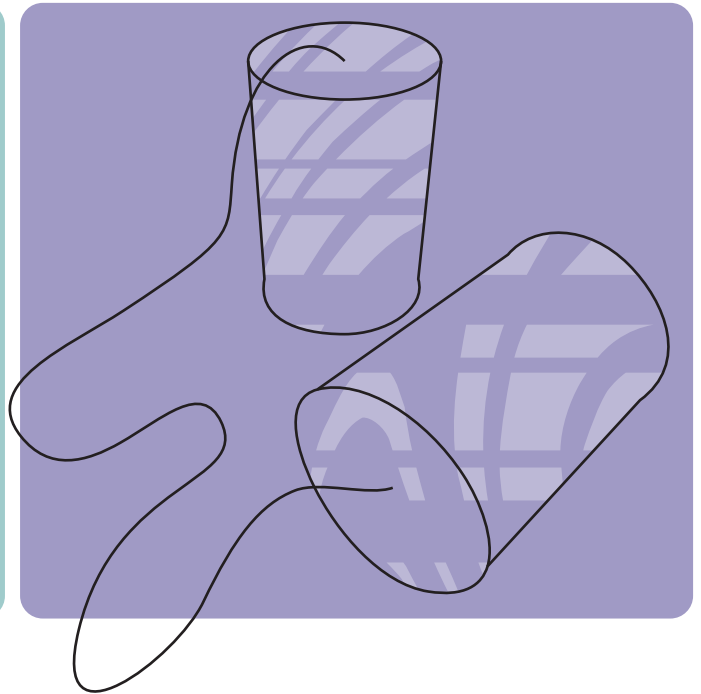
Mobile operators can deliver pre-recorded audio and video content to anyone around the globe with Javna's streaming service. Automatically distributed across Javna's broadcast network, content is easily managed by operators and instantly accessed by consumers. Comprehensive network monitoring and management ensure that the highest quality of delivery.



# INSTANT INFORMATION, INSTANT ENTERTAINMENT

Javna provides the full mobile media package. Trusted, long-term relationships with the providers for the content, and leading technology solutions and bandwidth capacity to package and deliver it to the region's carriers. Javna delivers to any organization seeking to enhance its customer contact using mobile technology.

A full suite of products can be tailored to any organization's needs, while all content providers can benefit from full compatibility and portal development, by which content is not only delivered, but shaped and packaged to fit the brand specifications of the service provider. Extending content delivery to customers has never been more essential, and Javna can enable any audience to be reached wherever they are – and with whatever message they require.



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