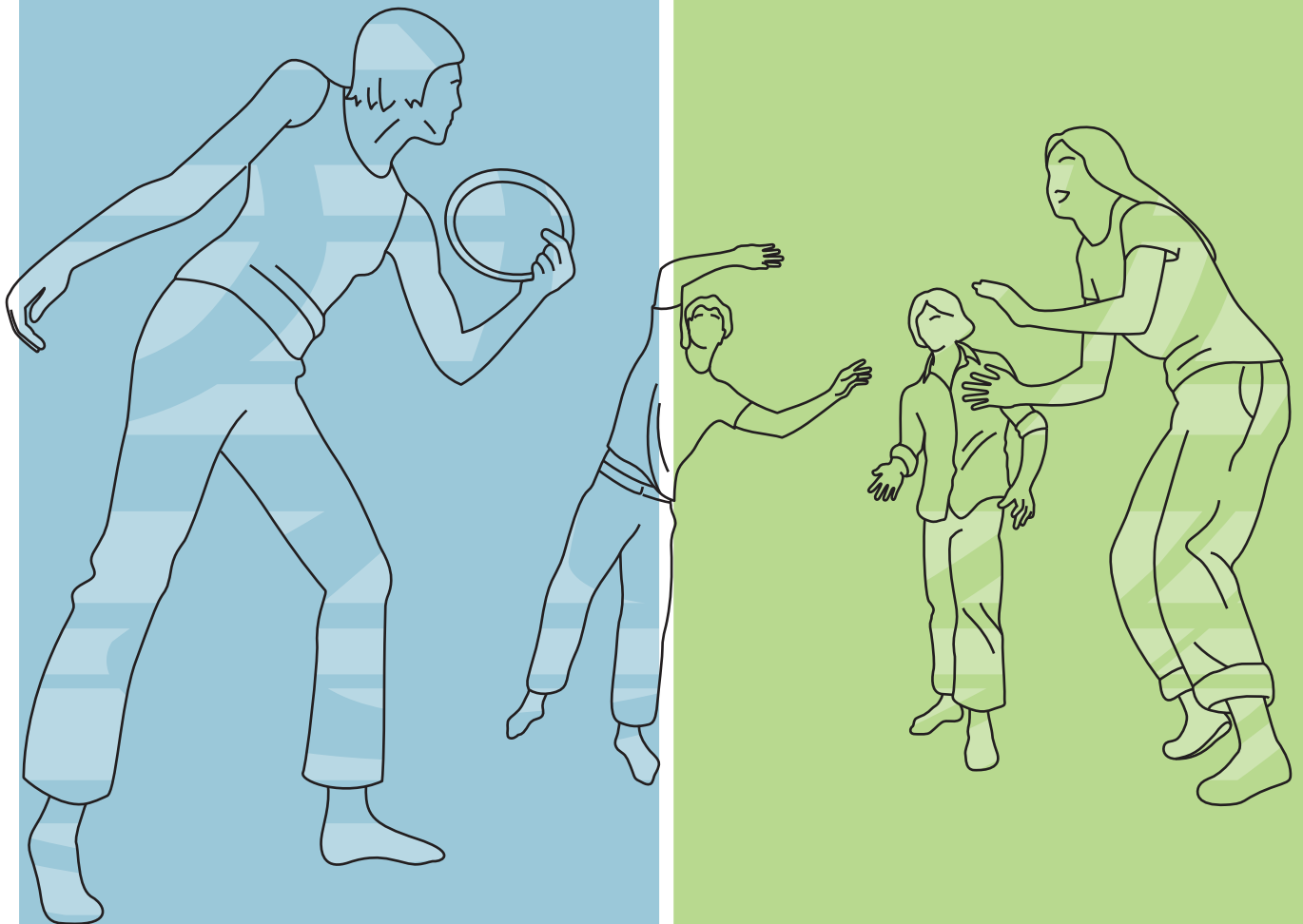




CONNECTING PEOPLE TO KNOWLEDGE



SPREAD THE WORD

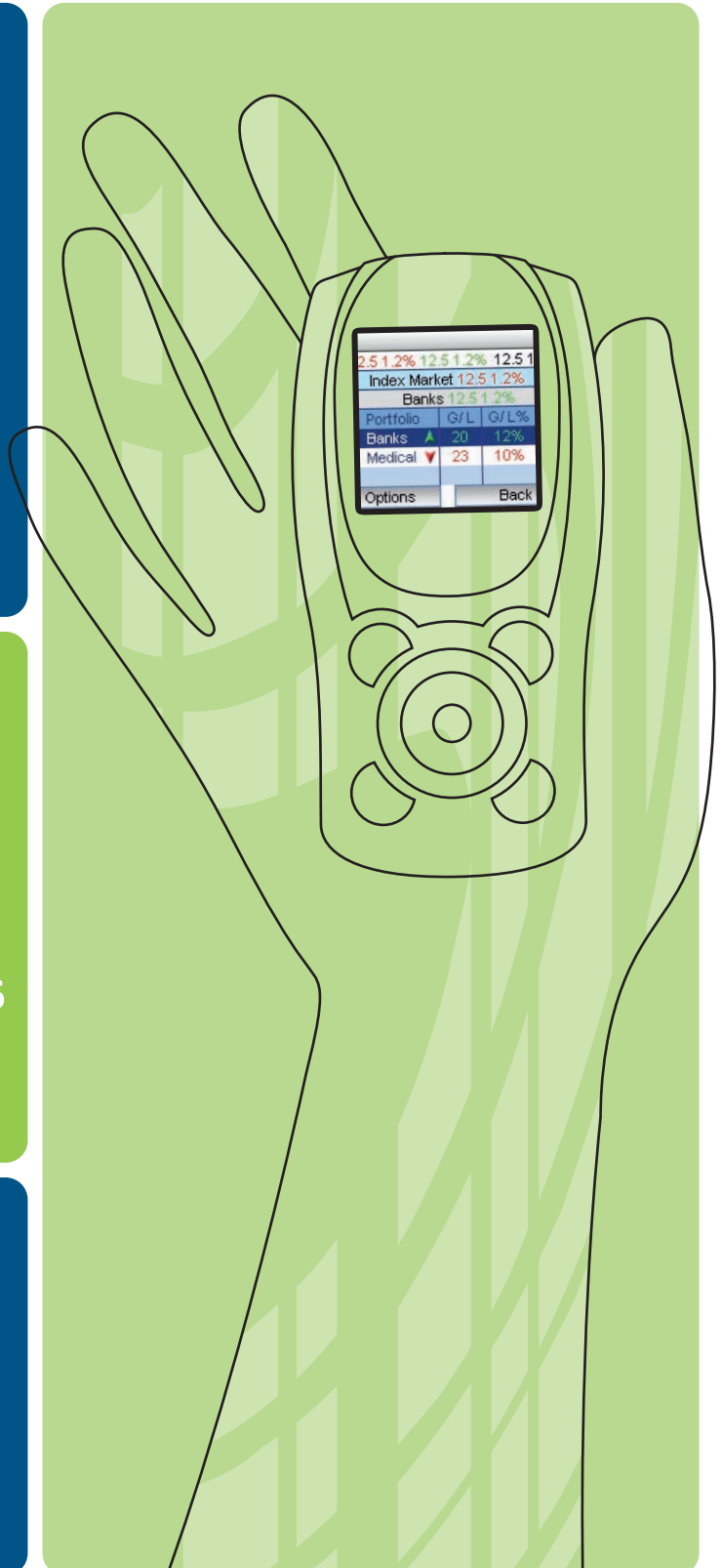
Providing information on time and on demand is critical when providing the optimum service to today's customer – whether a large multinational corporation or a high-street consumer. The demand for mobile working, flexible services and tailored, personalized information is increasing exponentially, and every organization needs the ability to deliver a range of products and services to suit both modern lifestyles and working practices.

Javna's Technology and Consulting Division is one of the leading wireless software firms, able to meet the challenge of information access and delivery via mobile handsets with world-class technological solutions.

PURSUING COMMUNICATION EXCELLENCE

Javna's mission is clear. With the solid foundation of technological excellence, Javna is well placed to achieve the long-held goal of becoming the premier wireless software solutions firm in the Middle East & Europe

With market-leading expertise being sought by both mobile carriers and major enterprises to enhance customer service provision and information access. Javna is already a trusted partner in the delivery of real-time messaging, data access and customer interactivity. The central pillar of this excellence is Epicenter, a powerful platform able to provide the network reach, the network capacity and the technological compatibility to ensure the broadest possible scope for any mobile messaging and information access requirements.



2.5	1.2%	12.5	1.2%	12.5	1
Index Market		12.5	1.2%		
Banks		12.5	1.2%		
Portfolio	G/L	G/L%			
Banks	▲	20	12%		
Medical	▼	23	10%		
Options		Back			

MESSAGING PRODUCTS

Javna's Epicenter Messaging Products can make mobile networks work for any organization

In addition to market-leading technology, Javna also utilizes trusted, long-standing relationships with the principal mobile operators and carriers to guarantee the most timely access to any target audience via SMS, EMS and MMS.

Epicenter Messaging Products provide end-to-end solutions for intelligent and interactive mobile messaging communications. These include:

» EPICENTER ENTERPRISE

Epicenter Enterprise is a messaging platform that enables the efficient, real-time delivery of information across mobile devices. This end-to-end solution allows for the efficient management of contacts and messages, while the system administrator can also manage the users based on privileges or information requirements. Authorized users can access Epicenter from any where at any time.

» EPICENTER DATA ACCESS CONNECTIVITY (DAC)

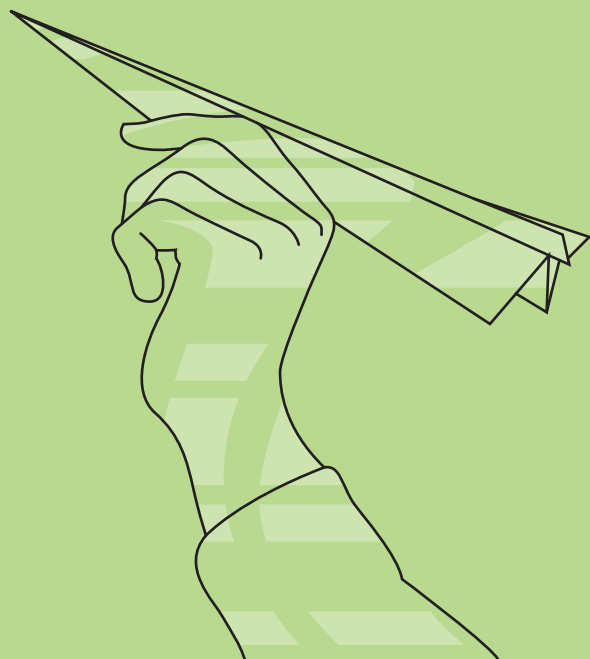
This tool is the essential technological bridge between the end-user and server-based information. DAC is a web-based interface that will automatically retrieve information from a database based on pre-programmed information. Organizations can define message delivery according to business needs, and DAC will automatically retrieve the relevant information and send messages through a Messaging Gateway to the right customers at the right time. DAC provides accurate, timely alerts from

different systems such as database, data feeds, applications, Internet and intranet content.

» EPICENTER 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 Mobile Voting.



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» EPICENTER VAS

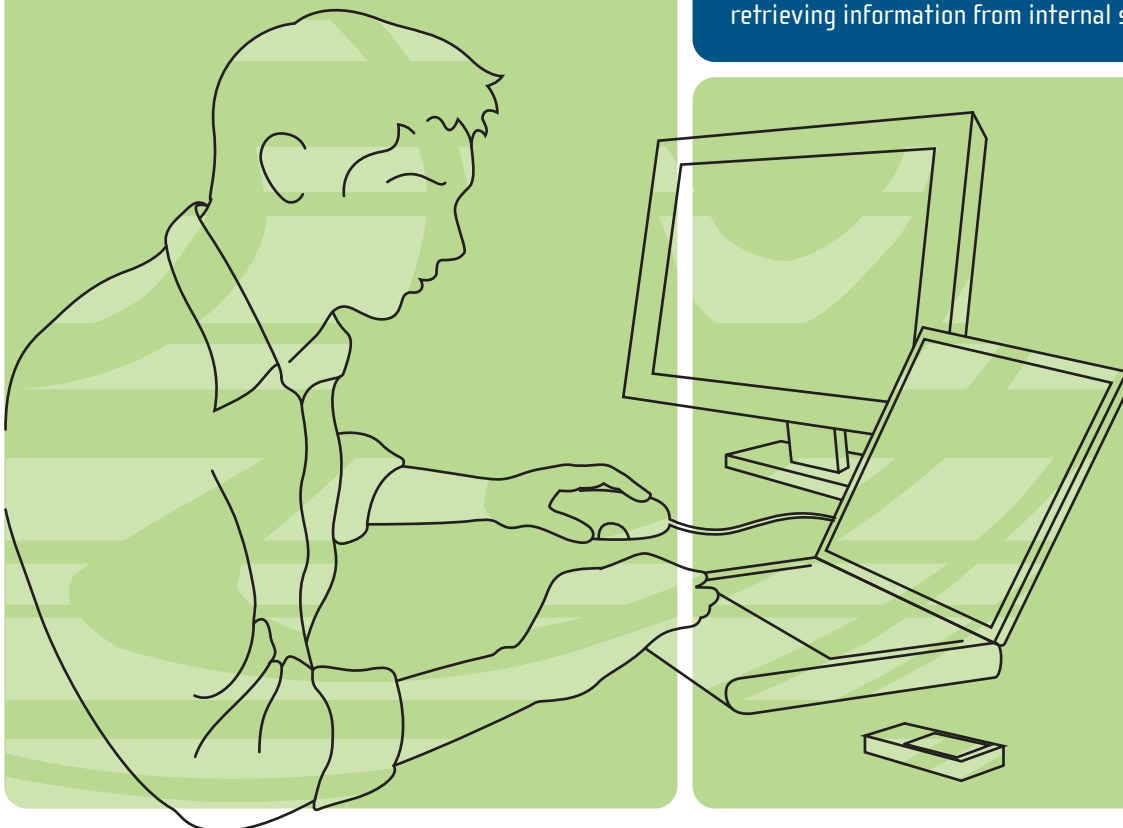
A complete software solution for on-demand and subscription-based content services, Epicenter VAS is platform that enables the collection, management and delivery of mobile content. It can integrate effectively with existing billing, portal and customer care technology – and is designed to accommodate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

» EPICENTER 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.

» EPICENTER 2-WAY SMS

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



» EPICENTER 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. Epicenter 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 receipting.

» EPICENTER 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 the voting results charts is full configurable. Voting results may be automatically exported to external data source, allowing you to use an external applications for further processing (e.g. web publishing).

» EPICENTER SUBSCRIPTION MANAGEMENT

This is a complete solution that will manage mobile service subscribers. New content can be checked via the content management and interfaces module, and then sent to specified subscribers through 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.

» 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.

» EPICENTER 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. Epicenter Mobile Content Management is designed to support traditional content management functionality and offer advanced features required to deliver premium content objects to mobile subscribers.

OPTIMUM COMMUNICATION, GENUINE BENEFITS

For any organization seeking to communicate with either its clients, customers or employees in the most efficient manner, Epicenter can:

- 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
- Improve content quality and focus with multi-delivery channels and content management systems
- Reduce content delivery costs through an integrated distribution system
- Broaden revenue streams through integration of syndicated content, advertising, and services
- Reduce costs by enabling third parties to easily integrate
- Reach target audience 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 very little overhead on IT resources
- Track customer trends and learn from customer behavior.

SMART PHONE APPLICATIONS

Technology should enable swift delivery of information—not be a barrier to it.

Javna's Epicenter product ensures compatibility to all mobile handsets, with both the optimum technology and the best relationships with mobile networks and international content providers

Javna's three-sided approach ensures effective, streamlined and, most importantly, real-time access to the information, data and multimedia content they demand over GPRS, EDGE, 3G and Mobile Data Network.

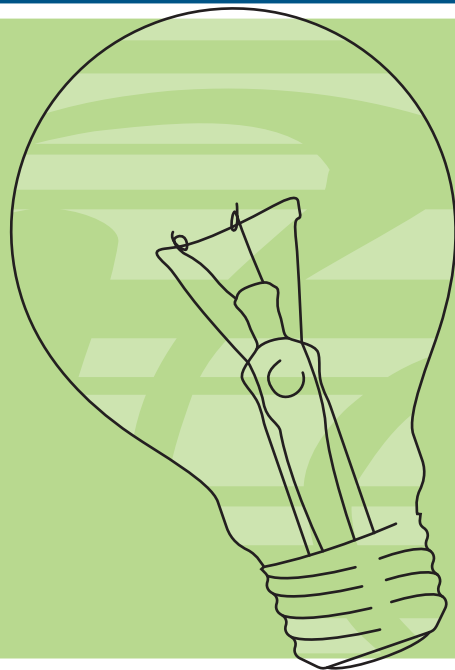
MAXIMUM COMPATIBILITY, MAXIMUM FLEXIBILITY

Javna's Epicenter Mobile Applications products provide the essential bridge between the content provider and the mobile network and, ultimately, the end-user. This includes a host of network-based mobile applications that currently include:

- Epicenter Mobile Stock Exchange
- Epicenter Mobile Directory Information – Yellow Pages
- Epicenter Mobile NewsCaster
- Epicenter Mobile Advertisements
- Epicenter Mobile Property Finder
- Epicenter Mobile My Backup

The benefits for organizations range from offering additional revenue streams, advertising and sponsorship opportunities, increased customer retention and satisfaction, and marketplace profile.

Mobile operators can benefit from increased network traffic, additional services, customer retention new revenue sources, and opportunities to differentiate against other mobile operators.



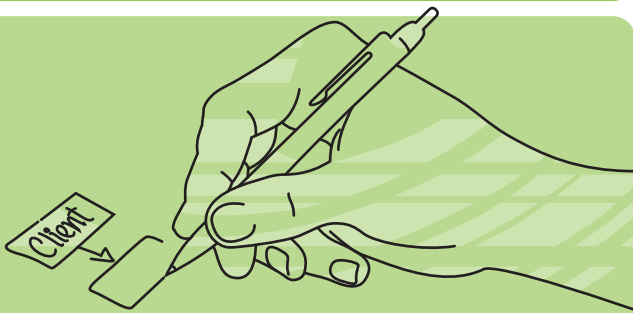
Epicenter's Smart Phone Applications enable all organizations and operators to:

- 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
- Reduce content delivery costs through an integrated distribution system
- Broaden revenue streams through integration of syndicated content, advertising, and services
- Reduce costs by enabling third parties to easily integrate

WIRELESS APPLICATIONS & PORTALS DEVELOPMENT

Tailoring content to suit a particular audience is critical to maximizing the benefits. For mobile operators, delivering tailored content relies on the portal through which it is accessed and delivered.

Javna provides expert software development services to customize any portal to meet the requirements of the mobile operator



Using dedicated software teams, Javna can instantly and flexibly expand the development capacity of any mobile operator, offer software upgrade and management services, and even host server-based information resources.

MANAGE, MAINTAIN, UPGRADE

In addition to alleviating development and maintenance costs, Javna's skills can ensure the implementation of the latest developments, keeping every operator's service delivery at the cutting-edge of available technology – and all using internationally-recognized standards.

Javna works in partnership to determine every organization's requirements, understand the strategy and, ultimately, seamlessly integrate both the processes and the technology.

Mobile Technology Consulting

Javna Management Consulting Services has experienced consultants with global insight and market-leading tools to help customers meet their business objectives. Javna can help maximize every client's performance by:

- Providing customers with integrated consulting services, from strategy through to implementation
- Building long-term relationships with customers – and sharing the risks and rewards
- Being committed to successful outcomes
- Bringing customers lasting organizational value.

INSIGHT, EXPERIENCE, UNDERSTANDING

Javna Management Consulting services allows organizations to utilize to our experience and expertise to improve performance and enhance service delivery. With unrivalled global insight, dedicated consultants, and a range of software and development tools, Javna can offer a number of services to help customers meet their business objectives.

Javna Management Consulting can deliver a number of benefits to any organization or mobile carrier, and this is facilitated by:

- Providing customers with integrated consulting services—from strategy through implementation
- Building long-term relationships with customers—sharing the risks and rewards
- Demonstrating a commitment to successful outcomes
- Delivering organizational value and lasting impact through our motivated professionals, who have global experience in our selected markets



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