



Mōvius

Movius MessageMe™ Solutions

*Visual voicemail
for any mobile device*

Movius introduces a suite of visual voicemail solutions for any device. Movius' MessageMe Solutions enable users ~~of smart phones, as well as feature phones,~~ to select which voice messages they want to listen to and in what order. This suite of solutions puts subscribers in control of managing their mailboxes more effectively, resulting in higher usage of voicemail, and in turn ~~lead~~ to more returned calls and related network activity. Carriers can recognize a high ROI with Movius' MessageMe applications by leveraging an existing ~~Versera ICE™~~ platform eliminating purchases for new hardware.



Movius' MessageMe Suite gives carriers the ability to offer the convenience of visual voicemail to all subscribers regardless of the type of mobile device. The solution can be client based (MessageMe Smart and MessageMe Client), or clientless (MessageMe Plus). MessageMe Smart requires a client and is suited for higher end handsets. MessageMe Client also requires a client and targets feature phones. MessageMe Plus does not require a client and works with any handset that supports SMS or MMS.

MessageMe Smart

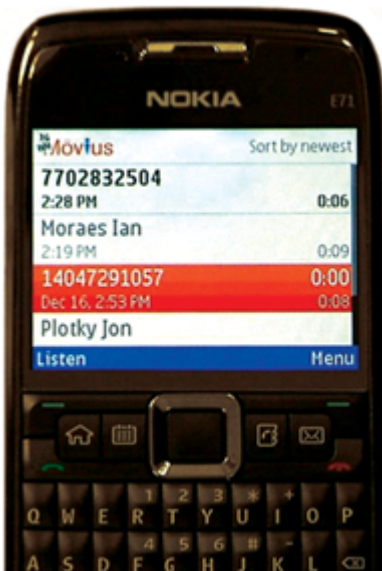
MessageMe Smart is a solution for smart phones that uses a client on the handset.

This complements the basic voicemail to email delivery which is becoming ubiquitous because it allows better management of voicemail messages without clogging up the user's inbox.

MessageMe Smart provides subscribers with the ability to view their message list and select, with one click, the messages they want to listen to in the order they want to listen to them.

It offers the subscribers easy-to-read key message details, such as who left the message, when it was left and the duration of the message. It has broad smart phone compatibility including Java, Windows Mobile and Symbian platforms. With MessageMe Smart greetings and other updates can be completed directly from the client without having to call into the system.

The MessageMe Smart client can be pre-loaded on handsets by the operator. Operators can also offer OTA (Over the Air) download capability. The client leverages accessible tools and resources on the handset like the address book to improve ease of use. Also flexible user interface management takes advantage of special device features such as touch screens and trackballs.



MessageMe Smart provides easy, intuitive message retrieval and at-a-glance viewing of all messages with heard and unheard messages indicated by different colors.

MessageMe Client

MessageMe Client is a simple handset client for features phones that allows subscribers to receive visual voicemail without requiring an IP data plan. MessageMe Client uses the Short Message Service (SMS) to obtain information about the subscribers' voicemails and then present it in a visual format on the handset client allowing subscribers to access their voicemails with a single click in any order of preference. By using SMS, voicemails are delivered to the client without the use of a data plan, and thus ensures that subscribers receive the same experience whether they are in network or roaming.

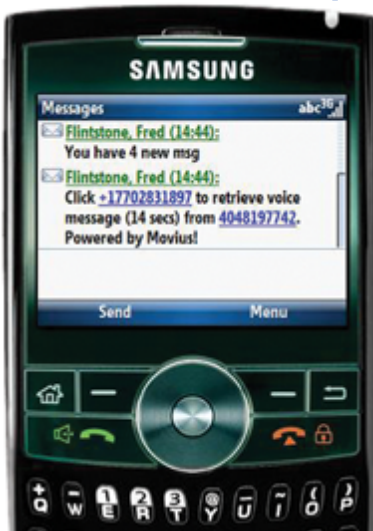
MessageMe Client subscribers can view message details including the name and number of the caller, the date and time of the call and message tags such as urgent or private. Messages on MessageMe Client are always in sync with the voicemail system eliminating the need for subscribers to delete the same message twice.

Carriers who offer MessageMe Client will address the needs of a large subscriber base who do not have an IP data plan, but want the convenience of managing voicemails in a visual format.

Carrier Benefits

Visual voicemail is growing in popularity as consumers become aware of the service. With Movius' visual voicemail suite, carriers now have solutions to meet any mobile subscriber's needs. Movius full suite of visual voicemail solutions gives carriers a number of benefits including:

- Improving satisfaction of existing voicemail subscribers resulting in reduced churn
- Enhancing the operator's brand and position it as being customer focused and innovative
- Attracting new subscribers due to the ability to provide a solution to all subscribers, not just those using a select number of phone types
- Utilizing advertising, carriers can ~~utilize third-party advertising to subsidize the cost of the new service. (This new revenue source is still in its infancy, but a simple, non-intrusive approach as offered with MessageMe Smart will help it blossom.)~~
- Increasing voicemail penetration and network usage due to increased returned calls generating additional revenues
- Taking advantage of the opportunity to utilize existing messaging infrastructure to deliver these solutions and profit from today



Movius delivers visual voicemail to the masses with MessageMe Plus. Any handset that supports SMS can enable MessageMe Plus.

MessageMe Plus™ (SMS)

MessageMe Plus (SMS) sends the subscriber details on each voicemail message including who called, when they called, the length of the message, as well as any priority setting. A client download is not required. With a text-based visual voicemail solution, the subscriber's SMS inbox becomes the universal inbox for all messages. The subscriber can scroll through their SMS messages and select the message they want to hear. The SMS message includes a link directly to the specific voicemail message that the subscriber selects to hear.

MessageMe Plus™ (MMS)

MessageMe Plus can also be deployed to utilize MMS. With MMS the user sees the same information about the caller that they see with SMS, except now the message is actually delivered directly to the handset as a multimedia message. This results in even a faster ability to play voicemail messages, as well as the ability to access the message when offline.

MessageMe™ Email

MessageMe Email allows subscribers to have their voicemail message pushed directly to their email inbox. MessageMe delivers voicemail message, as well as fax mail or video mail, via any standard email address. With this version of MessageMe, consumers can access and manage their voicemail from any email device from home to PC.



Mobile Marketing & Advertising

Movius visual voicemail solutions are designed to support the evolving mobile advertising market. Movius' MessageMe Smart provides carriers the option of embedding advertising in users' screens. These advertisements can be as simple as brand enforcement for the carrier or the source of new revenue via third-party advertisements. MessageMe Plus supports mobile advertising as well. This can be a simple message in the SMS header, or in case of MMS, a colorful third-party advertisement.

Get the Most from Movius

Movius Interactive Corporation is a leader in messaging, collaboration and mobile media solutions for service providers worldwide. Our solutions enable carriers to increase ARPU, reduce churn and expand their market share via innovative value added applications. Movius gives people the power to enrich their lives through viable innovations that transform the way they interact with information, media and each other.

Visit our website at www.moviuscorp.com to learn more about what Movius can do for you.

Core Visual Mail Function	MessageMe Plus SMS	Message Me Plus MMS	MessageMe Client	MessageMe Smart
Client on handset	No	No	Yes	Yes
Able to see new voice messages	Yes (SMS Inbox)	Yes (MMS Inbox)	Yes Client	Yes Client
Method for playing messages	SMS (phone call)	MMS (multimedia player on phone)	Client (phone call)	Client (message on phone)
Requires IP data plan	No – SMS plan for SMS	No – MMS plan for MMS	No SMS only	Yes
Access to messages when no voice or data network available	No	Yes MMS delivered	No	Yes messages stored on phone
Capability to add branding and advertisement	Yes	Yes	Yes	Yes