

Virtual Subscriber Service

Affordable Personal Communications Service for People without Phones

Mōvius

The Need: Connecting the Unconnected

Readily available telephone service is a foundation for individuals and societies to prosper. Without telephone service fundamental business communication is slowed and personal interactivity is limited. While certain regions of the world have seen very high penetration of wireless telephony other regions are struggling to provide basic communication services.

While the need for better telecommunication service is understood, factors such as economics and literacy play a role in limiting further adoption in many developing countries. Addressing this market requires a solution that provides individuals a cost effective, voice-based service to communicate with friends, families, customers and employers.



The Solution: Virtual Subscriber Service from Movius

Movius Virtual Subscriber Service provides an affordable personal communication service to the billions of people who have the basic requirement to communicate with each other, but currently do not own a phone or have service. Virtual Subscriber Service targets the aspiring global community that wants to unleash their creative entrepreneurship and latent consumer potential to drive global economic development and social transformation. Because of the limitations caused by illiteracy and the use of varied languages, voice communication services are preferred to text services in many of these regions and that's exactly what Virtual Subscriber Service provides.

Virtual Subscriber Service allows a customer to have his/her own personal telephone number that can be used for voice communication. The subscriber distributes their number to anyone who they would like to contact them...whether it is a prospective employer about a new opportunity or a family member with exciting news.

This is more than a calling card. Virtual Subscriber Service makes it possible for anyone to communicate by leaving messages for people who would otherwise be unreachable. Using the Virtual Subscriber Service is easy. A subscriber calls the short code or access number from any phone (public pay phone, mobile phone, street agent's phone, or a landline phone) and then enters their personal number and password to listen to messages, reply to messages, leave messages for other subscribers or even place a phone call. All usage is charged against prepaid airtime.

Key Features of Virtual Subscriber Service

- Individual phone numbers for each subscriber
- Subscriber doesn't need to own a phone or SIM card
- Access the service from any phone
- Originate a call to any phone
- Leave a message for another VSS customer
- Simple & intuitive user experience

Solution Designed for Untapped Markets

Movius Virtual Subscriber Service was designed so carriers can expand their market by servicing consumers who do not own phones. A subscriber's friends, family and business associates can call them just like any other phone number. The subscriber can access messages, as well as call other people from any phone. The Virtual Subscriber Service is a complete

integrated prepaid service. The flexible Versera Charging Function provides built-in support for online subscriber management, account balance management, rating and voucher management. This can provide a lower cost solution for managing prepaid accounts due to there being no incremental prepaid license fees. Alternatively, though, Movius Virtual Subscriber Service can be deployed to interface with a carrier's existing prepaid engine and/or voucher management system if preferred.

Expanding the Market Profitability

- New revenue from untapped market
 - Prepaid voice communication service for people who don't own a phone
 - Stepping stones for first-time subscribers to graduate to traditional prepaid service
- Promotes brand image
 - Supports government initiatives to address unconnected consumers
 - Build community goodwill
- Ease of deployment and integration into existing network
 - Cost-effective prepaid engine
 - Optional integration with carrier's existing prepaid platforms
 - Proven widely deployed carrier-grade application platform
 - Lower acquisition cost than for traditional accounts due to use of viral, word-of-mouth advertising

Virtual Subscriber Service expands the market for telecommunication services

Virtual Subscriber Service provides carriers with a means to expand their market now. Virtual Subscriber Service fills the

need of the aspiring market that wants voice communication services but cannot yet afford what is traditionally available.

Virtual Subscriber Service can be sold to consumers in a number of ways, but most commonly through stand-alone kiosks, company stores and independent street agents. Consumers purchase a starter pack that provides them with everything they need; their personal ID with phone number and pass-code and instructions on using the system including how to add more time to their account.

Virtual Subscriber Service is the beginning of a long relationship

Movius Virtual Subscriber Service is an innovative first step in enabling new telephony subscribers a lifetime of personal communication services. As infra-



structure expands and personal income levels increase, these new consumers will likely upgrade to a more traditional mobile or even fixed line service. These first time subscriber will want to port their existing number to this new service and are more likely to stick with their current provider than switch.

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