Followap
Telecommunications

About Followap

Followap™ is a leading provider of advanced end-to-end mobile messaging and Presence solutions for mobile operators. Followap solutions encompass distributed server platforms, a wide range of messaging clients and messaging applications. Followap's industry-standard Mobile Instant Messaging platform, iFollow, is being installed by major carriers worldwide, providing millions of subscribers with advanced mobile messaging services.

Followap is committed to enabling mobile operators deploy advanced revenue-generating messaging services that leverage evolving network capabilities.

www.followap.com

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iFollow

Mobile Instant Messaging (MIM) Platform for Mobile Operators

Mobile Instant Messaging (MIM) is a natural evolution of the successful SMS services. Simple person-to-person short text messaging services are enhanced by MIM to become the most versatile one-to-one, one-to-many (group messaging) and many-to-many (chats) mobile messaging services. Furthermore, MIM delivers additional key capabilities, such as Presence detection and connectivity to Internet-based IM communities.

MIM is a strong candidate to become one of the first services to be deployed on GPRS and 3G networks. The "always-on" characteristic of GPRS is an important enabler of the immediate nature of Instant Messaging communication.

iFollow™ is a powerful MIM platform that offers advanced MIM services. iFollow can deliver not only text messages but also sophisticated multimedia messages, thus facilitating friendly distribution of messages to groups of friends and colleagues. iFollow provides mobile operators with a powerful end-to-end solution they can deploy in a short time while leveraging existing infrastructure.

>> Mobile messaging solutions that empower mobile operators to:

- » Attract new subscribers
- » Retain existing subscribers and reduce churn
- » Increase revenues and customer share
- » Gain a competitive edge

iFollow Mobile Instant Messaging Platform
What Everyone's "Chatting" About

>> iFollow - The Most Extensive MIM Platform

Leveraging Followap's extensive experience in meeting the needs of leading mobile operators, iFollow delivers:

- The richest MIM platform functionality
- The widest range of MIM clients
- Out-of-the-box interfaces to all relevant network elements
- The shortest deployment time

iFollow is an advanced, end-to-end MIM platform that enables real-time communication among mobile users, as well as interoperability across networks, devices and messengers. Designed as a carrier-class product, iFollow is fully optimized for high availability and massive traffic.
The iFollow platform combines high scalability with superior performance, while enabling mobile operators to leverage existing and new infrastructures to deliver advanced messaging services.

>> Plug-Ins

The iFollow platform can be expanded with a variety of plug-ins that enable operators to offer attractive, revenue-generating services to their subscribers.

Chat – an advanced chat service supporting public and private chat rooms, speech corners, language filters, chat moderation and more.

Dating – a full-featured dating service that enables mobile operators to offer complete dating service functionality to their subscribers. Anonymity, random matching, user pictures and various other dating features are supported.

Mobile Locator – enables users to view the location of their Buddies, receive proximity alerts and get routing directions to their Buddies.

Voice – handles voice interaction of the mobile messaging platform. Features such as anonymous phone calls, multi-user voice chats and an interactive voice menu complete the iFollow experience, while increasing voice traffic.

>> Followap's Suite of Mobile Messaging Solutions

In addition to iFollow, Followap's product line includes:

iPresence™ – A platform that indicates subscribers' reachability, availability and means of communication, enabling them to determine the preferred communication channel and most convenient time for contacting their friends. iPresence adds value to other messaging and location-based services and is the perfect companion to mobile messaging platforms.

iMMS™ – Followap's iMMS platform combines the best of IM and Multimedia Messaging Services (MMS). iMMS uses the iFollow infrastructure to deliver iMMS messages to the entire range of iFollow messaging clients, including legacy handsets.

>> iFollow Messaging Clients

iFollow introduces advanced messaging clients for mobile devices, PCs and PDAs, making iFollow a highly accessible messaging platform. The range of iFollow clients includes Web, WAP, SMS, iMode, Windows, STK, Pocket PC, Palm, Symbian, J2ME and Brew™.

Followap cooperates with leading mobile device manufacturers to integrate its Instant Multimedia Messaging Services (iMMS™) client into mobile devices, enabling mobile users to benefit from advanced messaging capabilities that are easily accessible through the top-menus of their handsets.

The Buddy List
Center of Communications

The buddy list is used as a basis for all communications. Users can send text and multimedia messages, initiate voice calls, receive e-mails and view their Buddies' presence status.

iFollow Carrier-Class Platform

- Rich features set
- Superior time-to-market
- Scalable, reliable and highly available
- Private label and customized IM solutions
- Supports industry standards

- Supports multiple languages
- Integrates with location servers
- Provides open APIs
- Complies with next generation network specifications

Out-of-the-box interfaces to all relevant network elements, including SMCSs, WAP gateways, pre- and post-paid billing, network management portals and customer care systems.