

INTRODUCTION

THE COMPANY

***bMooble**, created at the end of 2007, emerged from an idea its three founders had to build a framework that would easily develop and deploy mobile services based on a **patented communication protocol**.*

***bMooble** provides a software solution specifically designed to access any Information System from multi-platform mobile phone devices, furnishing users with here and now information while they are away from their office or home.*

Businesses or Institutions interested in bringing information to any professional or private sector mobile phone user represent the target market to exploit.

*The areas of application are unlimited: from in-house and **B2B** business services for professionals to **B2C** and institution to **citizens** in the public sector. By simply using a mobile phone everyone is easily connected.*

***bMooble's** added value technology is based on a simple solution that allows fast and secure text format data exchange between any information system and any mobile phone.*

*And because of **bMooble's** portability across platforms, Major Players in Mobile Telecommunication, Information and Communication Technology companies in the areas of ERP, CRM, content sites or portals, to name a few, represent the **Business Partner Network** which will allow **bMooble** to grow internationally on a **scalable** business model.*

THE MARKET

A mobile phone is the always-on communication device for sending and receiving information from any location.

*Today the mobile phone business is the most promising and near future opportunity for Value Added Service Solutions in the areas of **Communication, Community and Social Interaction, Mobile Banking and micro-payment, M-Trading, M-Advertising, M-CRM** and many others.*

Businesses and Institutions are fully aware of the enormous potential mobile communication offers them. Using a simple to use program they can exploit this powerful channel to maintain a relationship with their end-users in order to constantly inform them, drive their choices or simply entertain them.

The major obstacles to overcome in mobile communication have been mainly two: costs and ease-of-use. Up to now, performance in mobile communication has faltered due to the current drive toward complicated browser based solutions on mobile phones. The lack of a simple technology able to offer an easy and secure access to any information system from any mobile device has slowed market response to this increasingly useful business tool.

***bMooble** has overcome these limits and today offers a persuasively **powerful alternative** to the browser-based navigation systems on mobile phones.*

COMPETITIVE ADVANTAGES

THE MISSION

The easier a technology is, the more useful it becomes to end-users. Even the most innovative solution needs to be simple and immediate for both the providers who design the service being offered and their end-users. Accessing information needs to be easy and intuitive, regardless of the mobile device used, and needs to display the requested information immediately.

*With this in mind, **bMooble** has designed a framework solution to achieve its company's mission of delivering simple, fast and secure technology, thus becoming the reference for Businesses and Institutions who want to communicate with any mobile phone user across multi-platforms.*

EASY TO USE

*A major obstacle to the success and growth of information services on mobile phones has come from user refusal. Complex and non-homogeneous multi-platform systems have turned users off. Everyone knows users want simplicity and uniformity of use. The **bMooble** platform has been designed to satisfy the needs of users who are not technology inclined. Using SMS and ATM terminal simplicity as a benchmark, **bMooble** has built a protocol able to support a dynamic, controlled and text formatted communication. The end-user is never subjected to the complexity of the technological knowledge needed to develop our easy-to-use solution. Instead, any average user directly accesses information system data using a simple and intuitive tool without the need of a browser for navigation.*

EASY TO BUILD

*Information service deployment with **bMooble** is extremely simple because our multi-platform architecture doesn't require the development of dedicated software. It's sufficient to define the functional specifications in the proper information service descriptor (something similar to a program which constantly drives the system providing consistent ready-to-use information). The service descriptor uses a high-level syntax language that is dynamically interpreted by the system. Any change in the information service descriptor will be instantly computed and properly deployed by the system.*

SECURE & FAST

*The patented communication protocol underlying **bMooble**'s technology is based on a dynamic text format data exchange client-server architecture. The client component on board the mobile phone device receives, recognizes and interprets the text format data string sent by the server, thus enabling the user to operate according to the mobile phone manufacturer's design. The total control of data prevents any executable code exchange between client and server, increasing the security level for SSL protocol integrated into mobile phones supporting J2ME.*

*Data communication becomes simple and essential avoiding complex hypertext pages. **bMooble** only uses the essential data required by the service. Furthermore, because most services require minimal data exchange, the availability of a GPRS connection is sufficient to access the required information service effectively. Consequently, accessibility and user satisfaction increase hand in hand.*

ON ANY DEVICE

*A java applet has to be downloaded and installed on the mobile phone. This process is similar to downloading a ring tone. This applet turns any mobile phone device into something similar to an ATM terminal where the user can access information services based on **bMooble** technology. Connection to the information service is direct. **bMooble** user interaction is driven by the normal operations of the specific mobile phone model (instead of the heavy browser technology typically used).*

MARKET ORIENTED SOLUTIONS

M-CRM

Front-end activities managed by people in the field require an easy-to-use mobile tool to access data and support when dealing with customers, supply chain and all other external organizations related to the business of a company.

We're not only talking about sales representatives, but also those people who work in the field in customer service after-sales activities.

M-TRACKING & TRACING

Information regarding the logistics of a company's resources is frequently handled by tracking and tracing. Such information is integrated into the supply chain of customers and related logistic services. This information is often saved and later modified by people in the field. These people require **bMooble's** integrated mobile support.

M-DOCUMENT MANAGEMENT

Electronic documents often need to be accessible to professionals when out of the office. **bMooble** enables immediate access, search and selection of required documents within the Document Management System of the company.

M-CORPORATE PORTALS

Major corporations have built their own internal portals where their employees can interact with the rest of the organization on a PC supported by specifically designed programs that publish information and operate in a collaborative processing WEB 2.0 like environment.

Any employee traveling or working outside the company needs to have mobile access to the portal at any time in any place in order to keep pace with the rest of the organization.

M-CONTENT SOLUTIONS

Content websites deliver specific information in B2B and B2C environments. Many of these information services need to be immediately accessible to end-users at any time, anywhere. Unfortunately, the obstacles, even when using WAP, to exploiting traditional browser driven mobile phone devices have been many: its cost, limited access and bandwidth in many geographic areas, system dedicated platforms restricting cross-platform device access and the mobile phone's small screen for displaying a browser. This leads to dissatisfaction and eventually end-user refusal to buy into the information system.

M-SERVICES TO CITIZENS

Companies and Public Institutions delivering services to citizens are investing heavily to provide easy access to their information systems in order to quickly interact with their citizen-customers.

Such services are mainly deployed today through Internet on a PC. But more and more requests are being made for service availability on one of the most popular devices in use today, the mobile phone.

M-WEB 2.0

Social networking through web-based communities is a growing trend under Web 2.0. Many information systems have been developed. The means for a user to communicate with his or her community at any time in any place becomes a potentially critical success factor for such environments.

bMooble enables all mobile phone devices, even on a **GPRS connection**, to access any of the previous described solutions. By configuring the service to the user's needs, **bMooble** provides ease-of-use and fast accessibility.

TECHNOLOGY ASSET

ARCHITECTURE

*bMooble's solution is based on a **patented technology** enabling any Information System to design and deploy its services on any multi-platform mobile phone device. Components working together dynamically bring to the system the required intelligent capabilities that support every imaginable type of service deployment. No external program is required in order to dynamically deliver the required services.*

SERVER ENGINE

The Server Engine deploys services and manages the different components requesting data. Through specific connectors supporting different protocols and data formats, the Server Engine can access any external data. It also receives, controls and sends structured text formatted strings to the client on mobile phone devices.

SERVICE DESCRIPTOR

The Service Descriptor enables information systems to describe, execute and modify any mobile service instantaneously without requiring specific software development. The process is based on a high-level specification language dynamically interpreted by the server engine. The Service Descriptor allows functional specifications for any kind of service and automatically makes this information available to mobile phone clients through the server engine. All changes in the Service Descriptor immediately modify the information available to mobile phone devices.

CLIENT ON CELL PHONE

The client on the mobile phone device is a java applet that the user must download and install on their device. The process is similar to downloading a simple ring tone. The applet receives and interprets the data text format sent by the server engine and displays the information in a structured layout on the mobile phone screen. The user can then insert and send the required data from the mobile phone to the server in a very simple, easy and secure way.

MARKETING STRATEGY

STRATEGY

*Our business strategy is **indirect** and is oriented toward a **business partner network** that requires mobile phone device extensions as a potentially viable part of their existing or future services. This type of partnership allows **bMooble** to grow **internationally** based on a **scalable business model**.*

PARTNERS

*We work with a network of **national and international business partners** (TELCO's, System Integrators, VAS and VAR distributors). Information and Communication Technology companies in the areas of ERP, CRM, content sites or portals, to name a few, represent the Business Partner Network capable of marketing and supporting **bMooble's** technology on **any mobile phone** to access the Information Systems of their own customer base or to provide specific mobile business applications in new areas of business interest.*

THEY CAN

- ◆ Enable their customer's Information Systems to be accessed and used from any mobile phone device.
- ◆ Deliver their own or a third party solution integrated with **bMooble** technology.
- ◆ Subscribe to co-marketing programs with **bMooble**.