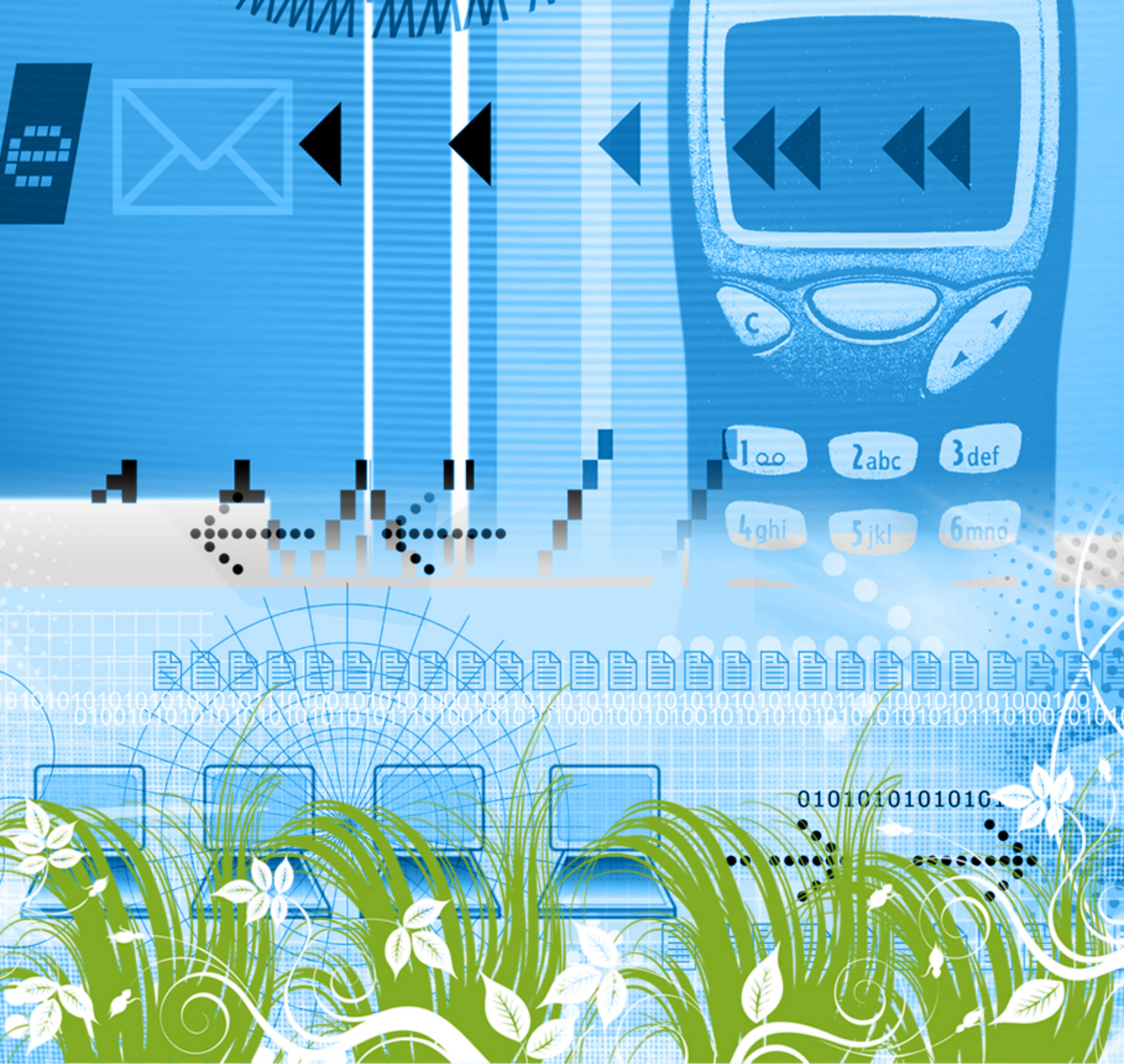




Premium

SMS & IVR Hosting Services



EBRinteractive

Premium Text/SMS and IVR Services

Introduction

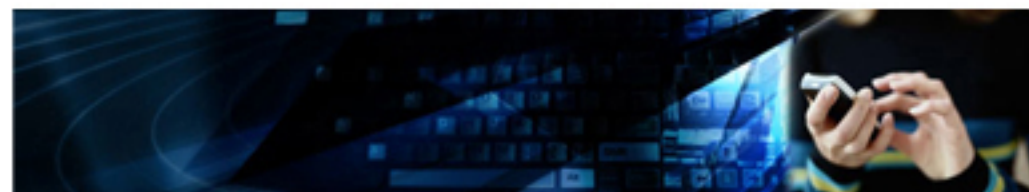
EBR Interactive's Mobile Billing (Premium SMS and IVR) solutions open up endless possibilities for content providers, brands, and marketers looking to generate revenue from anyone with a cell phone. The ubiquity of mobile devices makes mobile content provision a lucrative business, and our Mobile Billing solutions let you tap into that market easily. Mobile subscribers can be billed for third party content and services directly on their cell phone bill by their wireless carrier, and the revenues are roughly split between the content provider and carrier.

Mobile Billing is an unbeatable micro-payment solution due to its seamlessness from the consumer's perspective, and the fact that it provides instant access to direct bill anybody with a cell phone. Research has shown that mobile billing is several times more effective than providing mobile content through internet-based merchants where the use of credit cards is necessary.

Premium Text / SMS Messaging

Short message service is a major global messaging market opportunity and it represents a natural evolution of the enormous global success of Short Messaging Service (SMS). The SMS service can be used to deliver digital content such as news alerts, financial information, logos, tele-voting, chatting and ring tones.

EBR Interactive's (EBR-I) Premium SMS service allows our clients to generate substantial revenue through marketing SMS, promotional and entertainments services. Our connectivity and international presence offers a wide range of Tariffs designed to suit your service requirements.



Through its active infotainment-promoting subsidiaries, EBR-I delivers a the widest spectrum of entertainment content by means of Text / SMS (Short Message Service), which has proven to have grown exponentially in popularity and in volume.

EBR-I Delivers:

Through our telecom partners and using our state of the art infrastructure businesses can immediately generate substantial revenues. Start Generating additional revenues immediately.

EBR-I offers broad range of entertainment services including:

Content Downloads

- o Monophonic tones
- o Polyphonic
- o True tones
- o Voice tones
- o Picture
- o messages
- o Color Wallpapers
- o Operator logos
- o Themes
- o Songs
- o Jokes
- o Poems
- o Java games
- o Video clips

Interactive TV

- o Text voting
- o Trivia / Competition Services
- o Text 2 TV Chat services

- **Mobile Marketing**
- **Customer Surveys**
- **Competition Services**
- **Text / SMS Integration with back end ERP Application**
- **Customized SMS / Text Application**



We provide MT (Mobile-Terminated) SMS and MO (Mobile-Originated) SMS Billing System where applicable. Please refer to our coverage map for more details.

Key Features

Our premium SMS services utilize our own SMS Gateway which connects directly to the SMSCs of mobile operators. This ensures that you receive a high performance SMS environment at a very competitive cost.

Key Benefits of using our Premium SMS/Text infrastructure include:

- ✦ Throughput of 100,000 SMS per hour
- ✦ Range of tariff options
- ✦ Single point of access for all geographical destinations
- ✦ Redundant servers ensures maximum uptime
- ✦ Capitalize on our existing contract with telecom operators
- ✦ Uses standard mobile phone numbers or more convenient 4 digit short codes
- ✦ Low volume or bulk premium services available
- ✦ Competitive revenue sharing options
- ✦ Services available across North America, Middle East and North Africa.



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Premium IVR Services

EBR-I has Voice Broadcasting technology that can save time and expense required in setting up your own equipment. We can broadcast voice messages for you within minutes. We offer a complete premium or 800 number business opportunity. We have billing contracts with major telecommunication companies and a robust technical infrastructure in place to make your telephony project a success.

Our software development expertise ensures that we can develop tailor-made complex telephony stand alone applications and/or integrate the telephony project with your back end applications.

Interactive Voice Response (IVR) technology does not require human interaction over the telephone as the user's interaction with the database is predetermined by what the IVR system will allow the user access to for example:

For example banking industry uses IVR systems so that their customers can receive up-to-date account information instantly and easily without having to wait or speak directly to a person.

This technology is also used in many different sectors:

- Data Capture
- Competition Service
- Voting Services
- Content Download (Ring tones, logos, wallpaper, games & video clips)
- Customer loyalty programs
- Announcements and notifications
- Special offer & incentives.
- Survey & Invitations
- Voicemail and Auto Attendant
- Prepaid Services & Calling Cards
- Emergency Response
- Audiotex
- Customized Application
- Call and Contact Centers
- Status Messaging
- Remote working and mobile field force enablement
- Job tracking, including timing
- Remote data collection
- Supply ring tones & logos
- Broadcast information to subscriber database

Key Features:

Our project teams can deliver high-quality solutions to suit your exact needs from simple content delivery requirements to complex transaction processing or customer management solutions.

EBR-I offers all the standard benefits and features you would expect of a quality IVR service including

- ✦ 24x7 availability
- ✦ Minimum drop calls
- ✦ Range of professional recording options from personal recording to celebrity voices.
- ✦ Multiple language/accent support
- ✦ Premium number support
- ✦ Rapid time to market solutions

Live Web Reporting Engine

Using our comprehensive Web-based reporting tools, SMS Track & Trace allows you to track messages at all stages of delivery, with a high level of detail about the location of the message in the process - both on the EBR-I platform and at the network end. This provides valuable information for database analysis; data mining and intelligent re-try strategies.

Analyzing traffic trends such as message origination and termination by operator, peak traffic times, active link monitoring, hourly /daily/weekly/monthly views, global traffic, and traffic per country, error message reporting, and handset delivery notifications.

Payouts

Revenues from premium SMS and IVR services are shared amongst the mobile network operator, the customer and EBR-I. EBR-I's financial clearing and settlement capabilities encompass our distribution, interoperability, and interactive services and products, such as premium SMS/MMS, content billing, WAP billing, and so on. Integrated financial clearing and settlement is a critical and significant value-add that differentiates us in the global messaging market, ensuring revenue delivery. Delivering fast, secure, and reliable global financial clearing and settlement solutions alongside our personal messaging (PM) and application messaging (AM) suite of products is the key to helping you become a global powerhouse in mobile messaging.



Customize Development

EBR System can support your company's current and future technical development needs. We will help your organization to increase its efficiency by reducing the cost and time spent on your media and telecommunication projects.

We have implemented turnkey projects for Business Enterprises. Our scope of work includes Solution design, Project Management, Supply (hardware & software), and Systems Integration, Commissioning & Technical Support (on site & remote).

- ✦ Requirement Definition
- ✦ Solution Development (programming)
- ✦ System Integration
- ✦ Testing
- ✦ Implementation
- ✦ Support
- ✦ Help Desk

For more detailed information regarding all professional services available at EBR Interactive please contact us at sales@ebrinteractive.com.