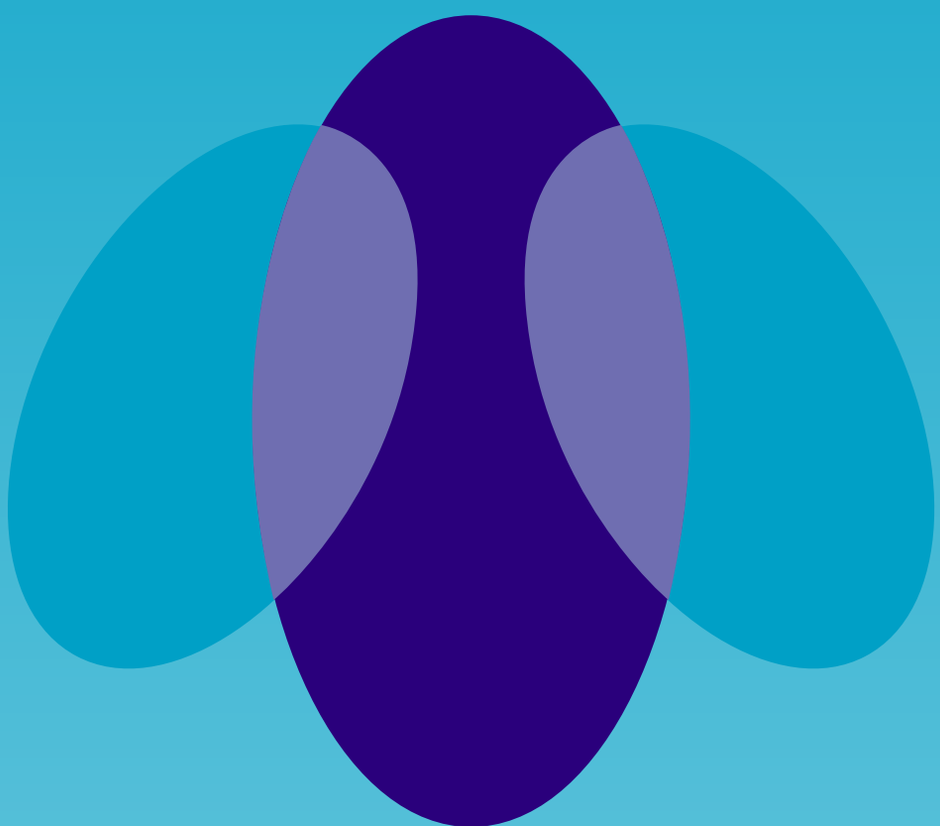
WAPFLY



YOUR PASSPORT TO A NEW HORIZON IN MOBILE CONTENT



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From a management team well versed in the provision of mobile content through seven years of experience in the industry, Wapfly was formed in 2003 with the objective of offering an unbeatable product and service.

Powered by Mobilize (a backend system, which is the product of thousands of hours of combined research and development by the Wapfly team), Wapfly provides the tools to offer the latest in mobile content globally.

In addition, Wapfly is scalable for clients of any size providing the opportunity to offer high quality mobile content through a competent and highly experienced provider.

MUSIC TO YOUR EARS

At present, ringtones remain the biggest selling mobile content product worldwide. Trusted sources forecast that the ringtone market alone will generate worldwide revenues of $5 billion and that it will be worth over 10% of total global music sales revenue, by 2008.

Ever aware of the need to stay ahead of the market's trends, Wapfly's team of composers constantly create the latest ringtones of the highest quality in a variety of genres and in a range of formats to suit the majority of existing handsets and to suit tomorrow's technology. From monophonic ringtones to the more technologically demanding 'True Tones', Wapfly proudly offers an extensive library to service the charts and market trends in over 15 countries worldwide.

and not forgetting

Mobile Gaming

Available for a wide range of handsets, Wapfly has an extensive and expanding collection of Java Games, from bespoke, made-for-mobile entertainment to branded varieties whose origins can be found in the video games console market. As mobile technology advances, Wapfly stays ahead of the industry by carefully sourcing and developing the latest in mobile gaming.

Mobile Imaging

Wapfly has a vast library of image-based mobile content to suit monochrome and full colour displays, including Animated Screensavers, Picture Messages and Operator Logos amongst others. The Wapfly team progressively source the very best in image-based content, offering the latest content to support existing technology and to suit the most technologically advanced handsets.





INTEGRATE

To make it as simple and easy as possible for you to sell mobile content, a number of purposely-designed tools are available. The essence of Mobilize is based around built-in functionality, allowing you to choose the best possible method of integration for your needs. Mobilize supports web beginners to professional, experienced webmasters and programmers.

Mobilize JavaScript

JavaScript code, generated by Mobilize, can be copied and pasted directly into your website, allowing full control over how the content is displayed. You are given the ability to specify the number of rows and columns, and colour preferences to suit your requirements.

Mobilize IFRAME

Mobilize IFRAME works on a similar principle to JavaScript, differentiating itself by generating code through 'inline frames'. This offers the ability to display data inside a sub-window of the browser's main window.

Mobilize XML Feed

The Mobilize XML Feed allows you to connect to the Mobilize Content Database, offering a direct link to the most up-to-date content.

Mobilize CSV Feed

The Mobilize CSV Feed allows you to download the Mobilize Content Database, in order to create and populate your own database, and thus manage it as you see fit.

Mobilize Site Generator

The Mobilize Site Generator is an ideal tool for the beginner or for those who do not wish to be involved in website design. The Mobilize Site Generator runs a 'wizard', guiding you through the basics of site generation, while performing the complicated tasks on your behalf. The Site Generator offers a choice of proven templates and colour schemes to suit your needs. If you are dissatisfied with your design upon completion, you may modify the design at any time through the Site Generator with the minimum of fuss.

SELL

Mobilize employs multiple ordering and billing methods, offering a customer the most convenient way to add content to their mobile phone. In order to maximise sales potential, these methods can be country specific allowing the service to be available to a wide customer base from around the globe.

Interactive Voice Response (IVR)

Calling a premium rate number offers a quick and simple method of ordering content. The IVR guides the customer through the necessary steps to complete the order in the customer's native language according to their geographical location. The cost of the call acts as payment for the ordered content and is charged to their telephone bill.

Short Messaging Service (SMS)

Gaining increased admiration for offering a truly global micro payment system, this method of ordering content is very efficient and almost effortless for the customer. The cost of the order (determined by you through Mobilize by allowing you to choose price points for different types of content) is added to the customer's mobile telephone bill.

BT Click & Buy (British Telecommunications plc)

Offering the protection and peace of mind of a secure payment method, BT Click & Buy allows a customer to order mobile content and accept the charge via a credit card based account or their existing BT land line account.

As new ordering and billing methods become available, they too will be considered and implemented by the Wapfly team.

The ordering and billing methods above are available for an increasing list of countries, currently including:

Australia
Austria
Belgium
Canada
Denmark
Finland
France
Germany
Hungary
Ireland
Italy
Mexico
The Netherlands
Norway
Poland
Portugal
South Africa
Spain
Sweden
Switzerland
United Kingdom
United States

MONITOR

Sales statistics are very important. They allow you to understand the market and act accordingly in order to devise a marketing strategy and push your products effectively.

Mobilize offers statistics in real time. This means that as a customer orders a product from you, your statistics are updated immediately.

Statistics are broken down to provide details of the product ordered, the billing method used, the time of the order, the country where purchased and most importantly, the amount of revenue you will receive from the transaction. Designed to build a picture of your market performance, you can create custom reports (by filtering certain countries and splitting sales per month, for example) allowing you to devise appropriate marketing strategies and increase your Return On Investment.

GROW



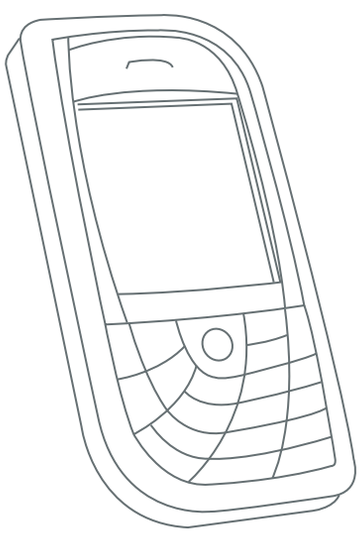
GET PAID

Mobilize will automatically create statements at the beginning of each month, based on revenue sales from the previous month. The system will track all invoices and show the progress of your payments. Different payment methods are available enabling you to choose the one which best suits your system.

Mobilize will give you a breakdown of the revenue you receive from a particular item / product order according to the country and payment method. Mobilize will present you with detailed lists of payment rates according to your chosen payment method(s) and where you decide to sell your products. In addition, as your sales performance increases, the payment rates that you receive will increase too.

Payments will be made to you with speed as a priority. Payment factoring schemes are available where speedier payments are a necessity to the operation of your business.

YOU ARE NOT ALONE



For The Client

The Wapfly team can be reached by email, telephone or through the Wapfly Support Ticket system, which provides a quick and easy way for you to ask for help on any subject and store replies for future reference.

To familiarise yourself with Mobilize, a series of help documents are provided to carefully guide you through all aspects of the system. They include guides to using the online administration features to technical documents detailing the implementation of the system's integration tools (see page 6).

A dedicated account manager will be assigned to you and will be your main point of contact if you wish to discuss any aspect of your account. He or she has an internal client services team at their disposal, enabling comprehensive and complete account management.

For The Customer

Wapfly's Customer Support teams can answer questions from your customers on your behalf. Where possible, these teams are located in a variety of countries meaning that language or time barriers do not limit the support available.



RESPECT!

Wapfly understands the importance of paying royalties. Wapfly holds official distribution licences allowing it to sell musical content to a global marketplace, reinforcing its respect for the music industry. These licences are held through a number of bodies including the Mechanical Copyright Protection Society (MCPS) and The American Society of Composers, Authors and Publishers (ASCAP), who control the royalty payments from the sales of Wapfly content.

JOIN THE CLUB

BECOME A WAPFLY CLIENT

It is very simple and easy to become a Wapfly client. We do not charge any set up costs and only require some basic details about you. Once registered, as an account holder you will have full access to Mobilize and can begin selling mobile content in a matter of hours through your newly created website(s).

You may visit wapfly.com or contact the team directly to begin the registration process - see page 10 for a list of contacts.

WAPFLY HEAD OFFICE (UK)

111 Piccadilly
Manchester / M1 2HY / United Kingdom

T. **+44 (0)8450 WAPFLY** (927359) F. +44 (0)8450 145001
E. sales@wapfly.com / support@wapfly.com

WAPFLY (USA)

245 Park Avenue
Floor 39 / New York City / 10167 / USA

Sales Hotline **+1 866 812 4522**
E. sales@wapfly.com / support@wapfly.com

WAPFLY (Australia)

Level 8 / 350 Collins Street
Melbourne / Victoria 3000 / Australia

Sales Hotline **+61 1 800 151 126**
E. sales@wapfly.com / support@wapfly.com



www.**wapfly.com**





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