



**WEB + LOG (DIARY) = BLOG
PHONE + WEB + BLOG = PIXXIE**

Phone Blogging is the best way to share photos, text and even video from a mobile phone.

Phone Blogging is the coolest way to instantly let the world know what is happening.

Every photo the user takes with his handset can be shared with the world in an instant.

With Pixxie™, mobile phone users can instantly post photographs, audio, text and even video to their Blog, which is immediately viewable for all other users using WAP enabled phone or a web browser.

Pixxie™ has been specifically designed for mobile phone users. It has been built for total ease of use and to drive MMS, SMS and data traffic.

Pixxie™ is open to all new handsets which are WAP 2.0 or XHTML compatible.

New handsets can be added to the product matrix within seconds

Pixxie™ can be adapted to any type of target language within less than a day

Why Blogging ?

Bloggging is completely different from other media, text and content services messages because everyone can view the Blogs at any time.

Contrary to static content that needs regular updating, Pixxie provides you a platform, where the users themselves generate and update the content.

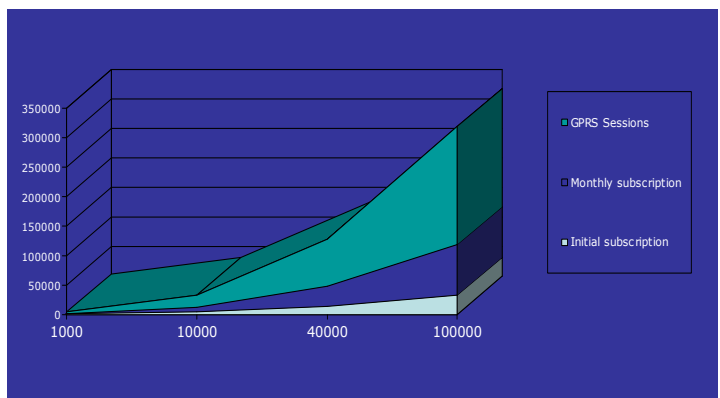
Increase Revenue with Pixxie

You already know the revenue power of SMS. Now it is time to unleash the potential of MMS and camera phone technology.

Offering Pixxie™ to your customers will open up several revenue streams, increasing your ARPU dramatically .

- Each message sent to Pixxie generates MMS revenue (premium or standard)
- Each time Blogs are viewed on Pixxie via a mobile phone data traffic revenue is generated
- Increase revenue through sales of additional Blog space, Blog to Postcard or forwarding.
- Promote the sales of residential GPRS by bundling it with Pixxie
- Reduce churn by binding a user's Blog to their account

The revenue potential of Pixxie



Average usage statistics

- The average user of Pixxie uploads 15 images per month to the service and connects at least 10 times a month to Pixxie. The average GPRS session weighs 100 KB
- A power user uploads at least 30 images per month and connects daily with an average session of 150 KB
- (source : Pixxie on i-Mode™ in B and NL)

Unleash your revenue potential of Phone Blogging by offering Pixxie to your customers



Deployment options

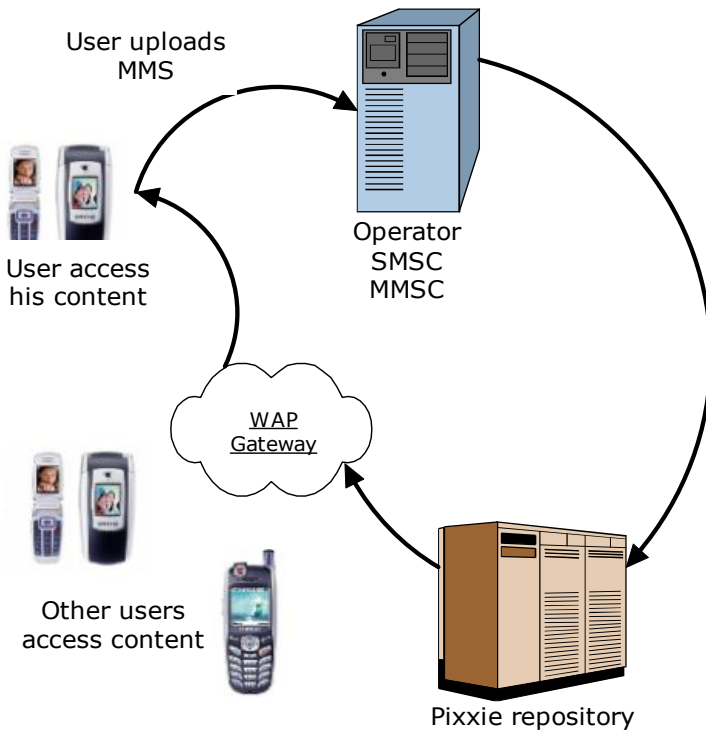
Pixxie can be deployed in two ways

ASP-Model : In the ASP Model we host the service for you. In terms of time to market this is the quickest option. This model is based on a revenue share

Buy-Out : In this model you acquire a license for Pixxie. You get full control over the application

Test-Phase/Friendly Users : A test account can be arranged on simple request

How it works



Blogging as easy a 1-2-3

1. Take



2. Blog



3. Access



Contacts

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Call us for a friendly user test !

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