

NetFront™ Live Portal Solution

Mobile data services are enjoying rapid user growth and increasing of rich multimedia contents. At the same time, more and more operators have realized several major limited factors to mobile Internet. Difficulties with content discovery, access speed of multimedia content, relevancy of mobile information have been widely noted.

NetFront™ Live Portal is an end-to-end Solution to tackle these issues, to provide a much enhanced user experience by facilitating all the key steps for mobile users to search, find, subscribe and play rich media contents with an integrated offline/online interface specifically designed for mobile devices. By building the solution around RSS/OPML technologies and OMA DCD framework, NetFront Live Portal Solution also directly opens to Internet contents and bridges user experiences across Web and mobile Internet.

Major Features

NetFront Live Portal is designed with the following major features:

Content Discovery by Search and Portal

- NetFront Live Portal Solution supports two contents discovery methods: a Service Catalog defined and updated by the operator, a Search function combining both internal catalog search and results of open Internet search.

MyPortal for Granular Personalization

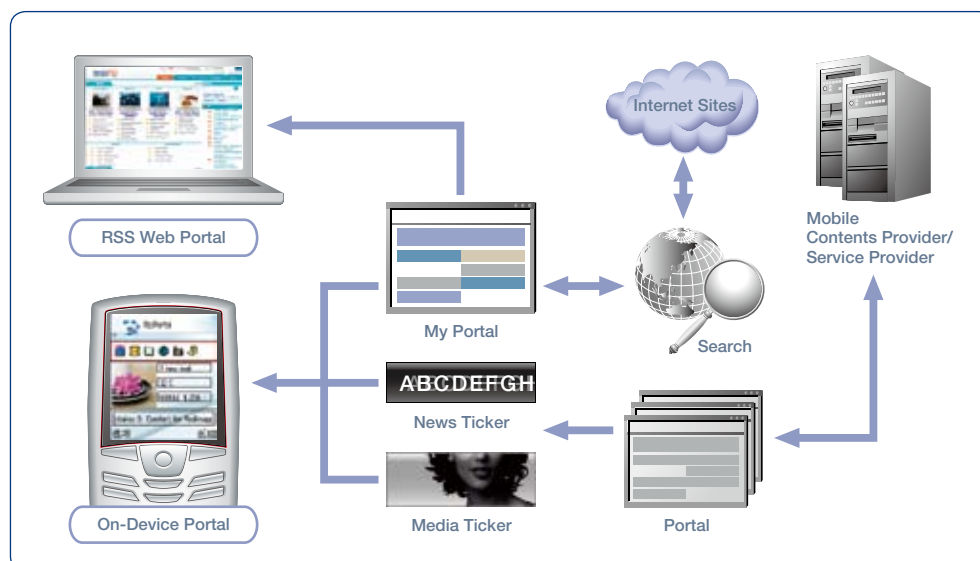
- Whenever user finds interesting contents, being a Portal category, a news/blog feed, a media item or a result from the search, the user can subscribe to that content immediately. As “MyPortal” can be automatically updated on the mobile devices, the user quasi real time news/blog feeds and offline media content access.

Dynamic Menu UI

- NetFront Live Portal Solution supports dynamic menu UI change and pushes contents to menu UI. Operator can provide new service using idle screen contents with news ticker, blog icon, widget etc.

Rich Mobile Content Features

- This solution is designed from ground up to offer the best mobile content features. Most notorious mobile features are News Ticker, Media Ticker, Pushed alerts and tickers, Preview with buy option, Integration with resident applications, support for mobile game/application downloads and so on.



Technology

NetFront Live Portal Server incorporates the following technologies:

RSS/OPML

- The extremely popular Internet standards for content syndication and tree structure outline

RSS Media extensions

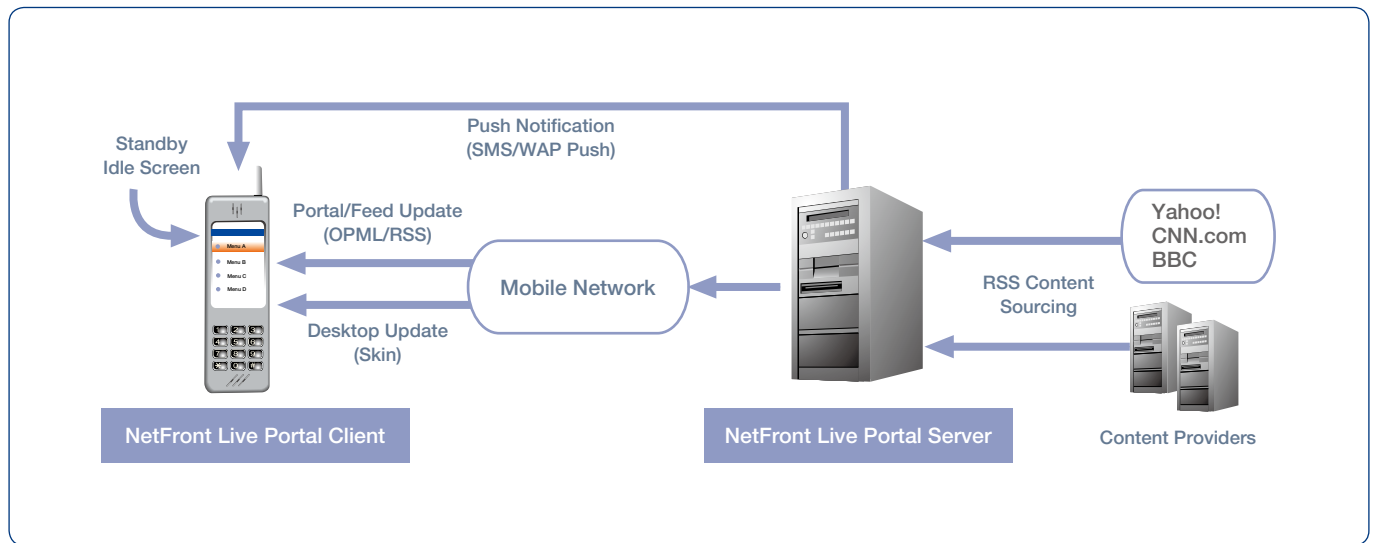
- This powers offline delivery off mobile contents in an easy and efficient way

SMS/MMS/E-mail

- A wide range of protocols to enable push notification to mobile devices

SOAP API and DCD Wrapper

- To integrate with operator's existing data infrastructure and to interoperate with DCD solutions



NetFront Live Portal Client and Server

NetFront Live Portal client has several versions, targeting Symbian, J2ME™, Windows Mobile and BREW platforms. It has both Web and WAP client interface, truly covers most data capable phones.

NetFront Live Portal server is a carrier grade platform using J2EE™ framework, can be deployed to UNIX/Linux®/Microsoft Windows servers.

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