

Wind Mobile Falcon Custom Ringback Tones

Replace 100-years old “beep” with personalised
multimedia

Falcon Custom Ringback Tones

Falcon Custom Ringback Tones platform enables your subscribers to replace a traditional „beep” tone heard by their callers with a multimedia content, such as a song or a recorded voice message.

Generate revenue even before the call is answered

It is estimated that by 2010 40M global users will have subscribed to ringback tones. However, this platform may easily have more interesting applications. One of them is a user-friendly presence management solution, based on pre-recorded messages such as „I am at a meeting till 4pm.” Other examples include: sponsored calls, ringback as a gift, targeted advertising, corporate identity and many more.

Provide a high volume, reliable ringback service

If you have already been thinking about ringback tones, but were concerned with scalability or reliability of existing solutions do not hesitate to contact us. Thanks to a simple, yet unique architecture, Falcon Custom

Ringback Tones is an unmatched platform in these terms.

Strengthen the value chain

As media and telecoms worlds converge analysts predict that the competition will take place between entire value chains, not between individual companies. Falcon Custom Ringback Tones feature open interfaces for content and media partners, so that you can compete also through a well integrated value chain.

Enable MVNOs, partners and corporate customers

Falcon Custom Ringback Tones’ virtualized presences allow you to manage multiple brands and user groups, providing each of them with independent access to the platform.

Various ways to manage ringback tones

You can choose to let subscribers quickly find, purchase and set their ringback tones over a USSD channel, with more interface options depending on your needs.

Platform enables Play subscribers to set Ringback tone from the content database available on the Play Portal. It is flexible and easy to manage with respect to content, accounts and reporting. Play Portal by using API is integrated and enables local Web 2.0 communities to use functions of the Ringback Tone platform. Solution is connected to the Play network using Sigtran signalling stack enabling quick and robust deployment. Rich set of functions provided to the end user increases our subscribers satisfaction. We recommend Wind Mobile as reliable partner for implementation on VAS.

Hans Cronberg, Chief Technical Officer, Member of Management Board, Play Mobile

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Features

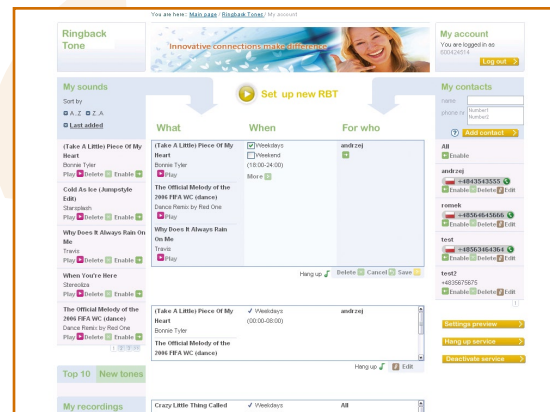
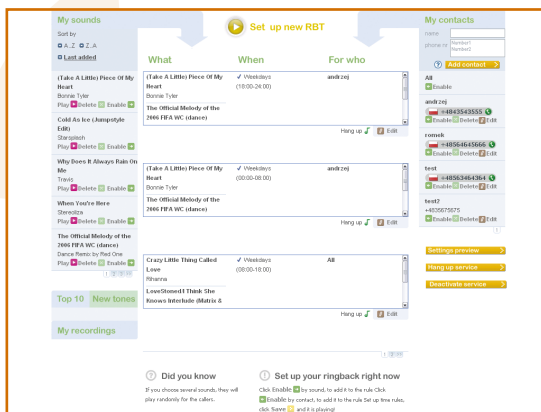
- Sets of ringback tones
- Dynamic / live sets of ringback tones
- Presence message
- “I like this song”
- Ringback tone as a gift
- Corporate identity
- Virtualized presences

Architecture

- N+1 scale-out application cluster
- Distributed media servers
- Ultra-fast local caches on Media Servers for profile look-ups

Integration

- Available as a hosted service or on-site installation
- Open interfaces for content partners
- Interfaces for customer care systems
- Interfaces for billing and provisioning systems
- Possible integration with Pharos USSD Gateway to provide dynamic and intuitive user interface



Falcon Custom Ringback Tones – Web User Interface

Wind Mobile is a vendor and integrator of innovative systems for telco value added services. We are most known for our super-scalable custom ringback tone platform, but we also offer solutions such as: mobile video blogging, video IVR, SMS notifications or a USSD gateway. What sets us apart is the flexibility and scalability of our platform which has supported over 35 various services to date, specialization and customer focus. Our customers include all major mobile operators in Poland: Polska Telefonii Cyfrowa (T-Mobile group), PTK Centertel (Orange), Polkomtel (Plus GSM) and P4 (Play Mobile), as well as Nova in Island.

Wind Mobile - innovative by nature, different by design

We are always keen on exploring new ideas for value added services.
We invite you to contact us and start the conversation.

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