

Wind Mobile **Falcon Video IVR Platform**

The smart way to 3G market

Video IVR Platform

Falcon Video IVR Platform is a flexible platform for mobile video (3G-324M), enabling creation and delivery of Interactive Video Response services and allowing you to offer this possibility to business partners in a very affordable way.

Let the market tailor video services to its needs

With Falcon Video IVR Platform there is no need to create video services from scratch. Instead, you can offer a video service number, and an intuitive service creation tool. Service and content providers can then use it to create video services according to their customers' demand. No one knows how many types of interactive video services are needed, but with Falcon Video IVR Platform all of them can be created.

Hundreds of new services with one simple tool

There are hundreds various services which can be easily implemented with Falcon Video IVR Platform, such as:

- Interactive video content, including screenplay managed by a viewer
- Mobile voting (e.g. hit-lists, idol voting, vote for the best performer, song of the year, car of the month, etc.), so far provisioned by uncomfortable SMS typing

- Exciting quizzes and competitions with user-friendly video interface
- And many more

Simplicity of new service creation

Falcon Video IVR Platform is simple and user-friendly not only for subscribers, but also for business partners, service and content creators. The intuitive service creation tool consists of a few functional blocks. A tree of interactive video response can be build from these blocks by uploading the movie, choosing the movie parts and adding the screenplay change conditions. Complete interactive video service can be built in a few minutes simply by putting these blocks together with a mouse.

New visual dimension for your services

The visual component of services created with Falcon Video IVR Platform makes them much more intuitive and attractive then traditional voice- or text-based services. Users quickly become used to services where everything can be shown and explained.



Smart way to the 3G market

Features

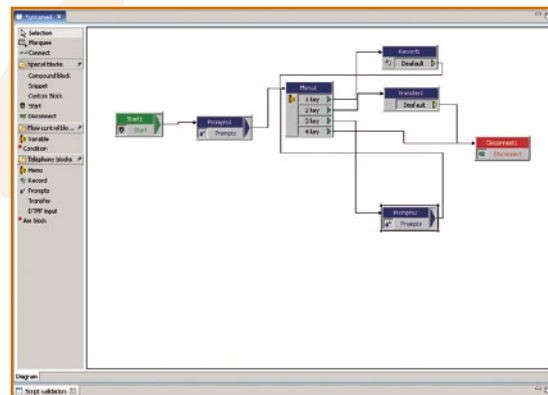
- Intuitive service creation tool
- Technology based on 3G-324M standard
- Support for ISDN, SS7, SIGTRAN and BICC
- Essentially all types of 3G handsets supported
- Easy administration, operation and maintenance

Architecture

- Open interfaces for business partners
- Integration with provisioning and billing systems
- Easy integration with telecommunication components
- No major changes to existing systems
- Service creation tool running locally at service designers' workstations
- Highly scalable
- Ultimate robustness and uptime



Sample Video IVR service



Falcon Video IVR Platform – service creation tool

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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