

Wind Mobile **Pharos USSD Gateway**

Easy to use, highly interactive services

Pharos USSD Gateway

Unstructured Supplementary Services Data (USSD) allows mobile subscribers to use applications in near real-time, by typing a few characters on their cell phones. Pharos USSD Gateway is a universal platform enabling deployment of USSD-based services. Possible applications of the USSD channel include self-care services, one-time passwords, „call me”, email, RSS news, instant messaging, mobile marketing or VAS services for roamers.

Introduce fast and user-friendly services

Services based on the USSD channel have two things that make them stand out from a customer's point of view. Firstly, they can be used instantly upon activation; no handset configuration is necessary. After sending a USSD code, a subscriber is immediately presented with required information or service. Secondly, the services are self-explanatory, so customers essentially do not have to learn the service before using it.

User-context and user-session aware

USSD applications can remember a subscriber and his previous sessions. This enables you to offer session- and user-aware functionalities, such as bookmarks.

Offer free services, even to your roamers

USSD services are free of charge in interconnect settlements. This allows you to offer free services even to your roaming subscribers.

Easily adapt existing services and create new ones

USSD-based services can be easily created with a point-and-click GUI or through an XML interface, both delivered by Wind Mobile.

Support for essentially all handsets

USSD-based services can be accessed from essentially any handset, including older ones.



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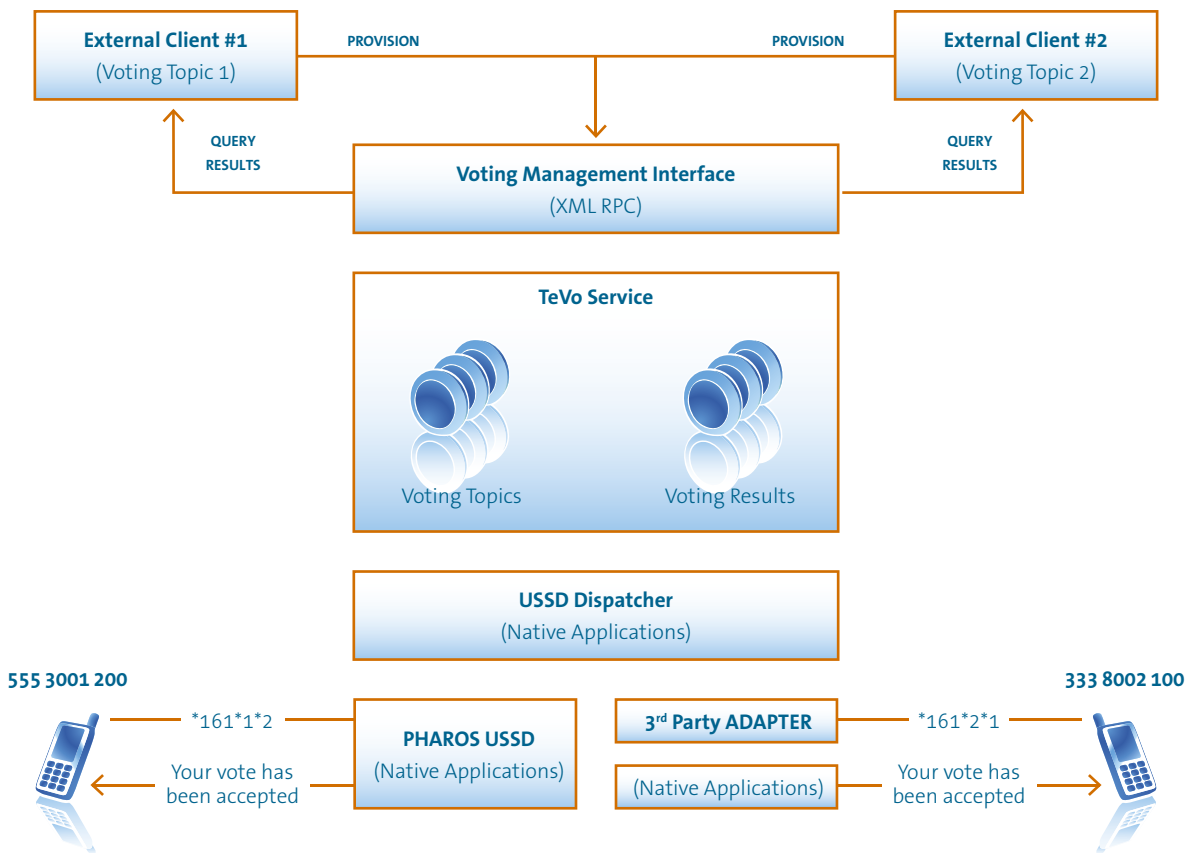
Features

- Built-in application routing and load balancing
- Best-match, alphanumeric routing
- Configure and Publish
- Flexible application redirection
- Barring of services per subscriber or a range of subscribers
- Virtually unlimited number of unique accounts
- Configurable session records that can be transformed into CDRs
- Time-based and content-based billing supported

- In-line pre-paid billing supported through a plug-in
- Real-time statistical counters and graphs
- High-speed XML-based application interface
- USSD scripting
- Intuitive GUI for gateway management supporting different user privileges

Architecture

- Centralized or distributed deployment
- Support for both SS7 and SIGTRAN



Sample USSD-based service – televoting

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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