



Celltick Interactive Broadcast Services

Short description

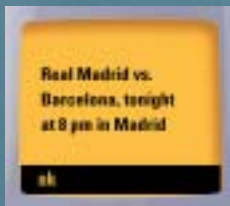
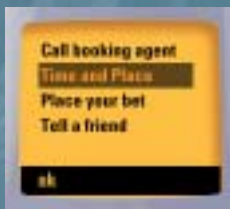
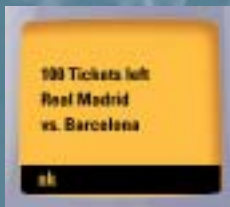
Together with its partner Celltick Technologies, G&D provides an interactive broadcast platform for mobile networks enabling network operators to deliver a stream of up-to-date, non-intrusive broadcasts directly to subscribers' handset displays. Messages are location-based and time-specific. Each message is a teaser that encourages users to respond to the value added services offered.

Operator benefits

- Generation of immediate revenue
- Very easy usage: No handset activation is required, and when a Celltick broadcast arrives, services are just two clicks away
- No specific user identification required
- Practically no bandwidth and network resources are required
- Utilise existing content and applications
- Capitalising on value added services
- Available for GSM and GPRS networks with a smooth upgrade path to 3G



G&D partners with Celltick Technologies for interactive broadcast services



G&D's scope of services

- STARSIM® or UniverSIM® card with interactive broadcast service client
- Products and services provided by Celltick: Interactive Broadcast Server, GSM Gateway, SMSC Gateway, MediaManager, Companion, UserManager, SysAdin

Detailed description

Via a live, interactive, mobile media channel, the application allows continuous, location-based content and interactive messages to be streamed in real time, directly to all mobile subscribers' handset-screens. Content appears directly on the handset's display, with each new message replacing the former one. The streamed content is non-intrusive and via an easy two-click action, subscribers start consuming WAP™, SMS, MMS or voice-based value added services. The interactive broadcast service uses the control channel, no SMS, no WAP™ (so it uses very little bandwidth). The media channel is activated automatically by the Celltick system once it is integrated with a cellular network. It is present only when the handset is in idle/standby mode. As soon as the subscriber touches a key or an incoming call/SMS is received, the handset reverts back to its "normal" operation mode. A subscriber can "switch off" the service either manually or by calling the operator's customer service.

Network topology for Celltick interactive broadcast services

