

Mobile Quiz

An application template for a question/answer service



It's not just game fanatics who are crazy about mobile games – mainstream mobile phone users love them too. So it is essential for network operators to position themselves as leading suppliers of sophisticated mobile games in the 2G environment, just a step away from the 3G multimedia generation.

Ideal tool for customer loyalty schemes

That is why G&D has created m-quiz – a gaming template that enables you to provide an exciting and user-friendly quiz game everyone can enjoy. M-quiz is an intelligent mental exercise game in which players answer questions about different subjects such as history, sport and politics in order to score points. Of course, the solution also provides the ideal platform for your customer loyalty schemes.

The m-quiz application is stored on G&D's STARSIM® card which means it can be used on any type of mobile device.

You can choose to implement m-quiz both as a proprietary or as Java™ solution. M-quiz is, of course, available on the STARSIM® and the STARS@T browsers as well as the new standardised USAT interpreter. The application template is also independent from the different bearer technologies such as SMS or GPRS.

M-quiz is a turnkey m-gaming template for immediate use. G&D can also quickly adapt the template to suit your specific m-gaming requirements. G&D's m-gaming template is an efficient and cost-effective mobile quiz solution your customers will love!



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Flexible link to quiz databases

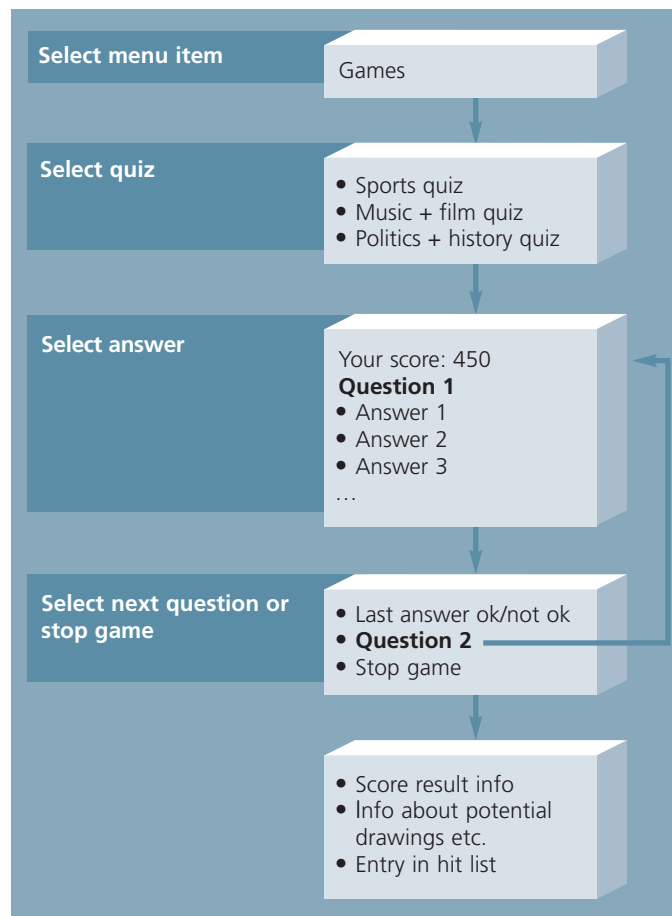
M-quiz can be linked to different quiz database servers, giving you a free choice of content providers. Questions can be generated by the quiz database or other players (peer-to-peer).

In case of a SMS communication an average game session consists of up to three short messages. Charges can be calculated in any of the following ways: Traffic-driven (charge per SMS), request-driven (charge per question/answer) or game-driven (charge per game session).

M-quiz is available

- as a resident SIM Toolkit application
- as browser solution
 - STARSIM® browser: compliant with SmartTrust specification; Wireless Internet Browser (WIB 1.2)
 - STARS@T browser: compliant with SIMalliance™ Toolbox (S@T™); consists of STARS@T browser and STARS@T Gateway
 - USAT Interpreter: standardised by 3GPP in the Interpreter series; designed for 2G and 3G
 - as Java™ applet

Example for a typical game session



Additional features

- Wildcards (e.g. 50:50, time)
- Score scales
- Hit lists (per day, week, month...)
- Interruption of the game at a specific score/question level with score storage on the SIM card/server
- Start of a new game session on the basis of the previous score

Marketing and loyalty schemes

- Third-party game sponsoring
- Sponsored prizes
- Market surveys
- Win free airtime minutes

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