

Phonepages

Short description

G&D's Phonepages application is an event-driven mobile service which automatically displays a phonepage upon pre-defined events (e.g. when a call is not answered, a number is busy or the phone is not switched off). A phonepage is comparable with an Internet homepage but adapted to the needs of the mobile world (smaller display etc.). G&D's Phonepages solution contains the phonepages web server (PWS), the phonepages number service local node (PNS) and the client.

Operator benefits

- Automatic exchange of Internet content whenever making a phone call generates increased data and/or SMS traffic
- Interesting service for the transition path from 2.5G to 3G which gets the subscriber used to more sophisticated mobile data services
- Ease of use generates high acceptance

G&D's scope of services and products

- Phonepages application as SIM Toolkit application (SAT) or as Java™ applet
- phonepages web server (PWS)
- phonepages number service local node (PNS)
- Project management
- Implementation

Detailed description

The Phonepages service offers solutions for different segments:

- Consumer to Consumer (C2C)
 - Personalised greetings with name, photo and address
 - Links to friends, online games and other sites
 - Pictures, funny images, diary and guest book
- Business to Consumer (B2C)
 - Increasing customer service and strengthening the brand
 - Offering new products or specials
 - Dynamic information page, e.g. rooms or seats available etc.
- Business to Business (B2B)
 - Call centre

The potential configurations depend on the network technology, such as GPRS or UMTS, offering more opportunities for data traffic.

Network infrastructure for the Phonepages service

