



Mobile CHAT&DATE



InstantCom Chat & Date mobile data application enables mobile phone users to find new friends and chat under nicknames through various application delivery channels.

Supporting full range of channels:

- SMS
- WAP
- Java & J2ME
- TV text (teletext)
- SIM card application (SIM toolkit)
- Custom client development (Flash, HTML, other...)

Value-added opportunity

Mobile chat and dating services are important value added service in mobile networks. Community service such as Chat & Date are very often perceived as a significant value-added opportunity for customers and can be long term value added revenue source for an operator.

Benefits for Mobile Operators

- Revenue from underlying data services (SMS, GPRS...)
- Service attracts new customers
- Increasing customer loyalty
- Strengthening brand with popular quality service

References:
InstantCom Chat&Date service is part of **Vodafone LIVE!™** Service offering by **VIPnet** Croatia

Benefits for Portals and Content Providers

- offer attractive application to customers

Benefits for Users

- New, exciting service that presents the opportunity to meet new people and freely communicate with them
- Creating and participating in user communities
- Usage through different channels: SMS, WAP, J2ME – always available for users in most convenient form

Key element - User Friendliness

While reliable and scalable technical solution is imperative, user friendliness is the most important aspect that will attract customers and create successful mobile service.

While chat looks like simple application, it is complex in terms of distribution over several channels and interoperation across delivery channels.

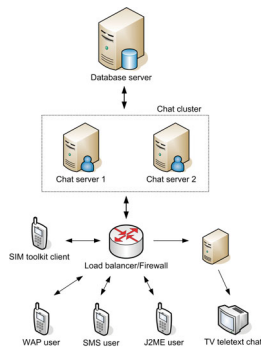
Because of this reasons, InstantCom is providing special attention to service usability and ease of use as most important aspects which are dictating technical implementation.



J2ME chat example



Custom developed example



Chat&Date Features

Multiple Delivery Channels

- WAP
- SMS
- J2ME client *
- TV text (teletext) *
- SIM card application (SIM toolkit) *

*Chat can be used through multiple delivery channels (WAP, SMS, J2ME...). After user registers and log into the system, he/she start chatting using one of the channels of their preference.

User features

- Virtual Identity – anonymous chatting using nicknames
- Profiles – Gender, Age, Location, Interests, Preferences
- Buddy list – make a list of your friends
- Ignore list – avoiding disturbance
- Emoticons (Smiles)
- Dating – find new friends and discover a best match

Chat Modes

- One-to-one chat (Private Chat)
- One-to-many chat (Group Chat = Chat rooms)
- Single message sending
- Public rooms
- Private rooms

Billing

- Per sent message billing
- Easy integration with billing system
- Update message price using admin interface
- Possible extension of billing modes (subscription based or other models)

Administration Interface

- Open/close public rooms
- Profanity filter management
- Broadcast messages to all users
- Moderation
- Flood protection
- Managing user profiles

Security

- Message logging
- Profanity filter

Comprehensive Sales Reporting

- Access customer data online in real time
- Generate online sales reports
- Various Statistics

Technical solution

- Java (J2EE)
- RDBMS (Oracle, MySQL, ...)
- Reliable (parallel and redundant configurations)

WAP CHAT

WAP DATE

OTHER FEATURES