



## Service Overview

Our Content Delivery Platform (CDP) solution is a complete content aggregation and delivery platform, which enables operators to kick-start a successful mobile content ecosystem. CDP enables creation of content download, information on demand or push information services over a variety of bearers such as WAP, SMS, and Web etc.

## Key Features

- Offers near real time event specific content to mobile subscribers worldwide
- Platform-agnostic, allowing operators to consolidate all of their content services with support for all devices
- WAP and SMS Push to subscribers
- WAP alerts and real time video clips download for different events
- Provides WAP and Web based service portal for white-label offering
- Rights to deliver content globally through mobile operators
- Simple and flexible integration with operators

## Digital Rights Management (DRM)

CanvasM DRM solution enables the operator to offer flexible billing models to their subscribers and prevents content sharing, while allowing users to re-download previously purchased content to new devices. It supports a silent renewal process, which allows the subscribers to automatically renew recurring subscriptions.

## Key Features

- CanvasM DRM capabilities are supported for OMA (Open Mobile Alliance) DRM standard and Windows Mobile DRM
- Can be integrated with any content delivery platform to DRM-ize various content formats
- DRM feature can be used for various contents such as:
  - Wallpapers & Images Messages
  - MMS Messages
  - Video Clips
  - Ring Tones
  - VoD
  - Java Games
  - Java Applications
- Supports following three use cases:
  - Forward lock
  - Combined delivery
  - Separate delivery – Activation key delivery over SMS or over WAP

## Transcoding

CanvasM Transcoding solution provides state-of-the-art content adaptation functionality and enables service interoperability that fits the profiles of any end-user device, network and content source. With CanvasM CDP, mobile operators enables its subscribers to send each other content and media-rich messages without giving a thought to the capabilities of the device on the other side and generate personal content that can be shared with a wide variety of users. It is capable of doing the required transcoding, meta tagging and archival of repurposed content for myriad media formats.

### Key Features

- Creates the same content in all the dimensions that the platform supports
- Supports Transcoding for following content types:
  - Wallpapers
  - Animated wallpapers
  - Color logos
  - Videos
  - Monotones
  - Polytones
  - Truetones
  - Mp3 and full-track songs
- State-of-the-art algorithms for optimal media quality, size reduction & top performance
- OMA STI compliant



## Streaming Services

CanvasM Streaming solution includes a 3GPP/2 standards compliant multimedia server, providing enhanced streaming and broadcast services to mobile devices. The streaming server is a reliable, scalable, carrier-class mobile media solution architected for low total cost of ownership.

### Key Features

- Delivers multiple streams of live and pre-recorded multimedia content (MPEG-4, H.263, H.264, Enhanced aacPlus, etc.) to devices with a 3GPP-compatible player
- Works over all major mobile data networks, including CDMAone, GPRS, UMTS, EDGE, PHS, PDC, WCDMA, CDMA2000 and 802.11b-WiFi
- Includes interfaces for MMS, content management, billing, validation, authorization and all other services required for a high revenue-generating multimedia service
- Mobile broadcasting live TV can be possible by streaming live channels over streaming server.

## Portal Management - Web and WAP

CanvasM Portal Management capabilities include creation of Web and WAP portals - offering a series of customizable pages where content and content categories can be added and updated. Aside from the search engine standard, Web & WAP portals offer other services such as news, stock prices, weather, infotainment etc.

### Key Features

- Create and Manage Web / WAP portal
- Portals are linked with CMS and can be updated from a single interface
- Supports mini portals within a master portal for specific customizing –regional / user behavior / subscriber profiling

- Choose from multiple portlets in any combination, offers infinite design combinations
- Create cross promotions / bundles / discounts / subscription services etc
- Mobile content can be sold to the subscribers via portals
- Manage Content Indexing
- WAP Push Sitemap available
- Portals integrated with other sub-systems such as logging and billing

## Mobile Advertising

CanvasM Mobile Advertising platform gives both consumers and B2B marketers the ability to target and reach their audiences demographically, geographically, by industry/profession, and job title. Users can be targeted for specific advertising segments depending on the user profile and interests. A combination of both CanvasM mobile advertising solution and mobile search feature can substantially increase ARPUs for operators.

## Key Features

- Mobile ad-serving capability
- Contextual marketing and promotion management
- Customizable search result display options on the handsets
- Implicit and explicit personalization capabilities
- Compatible with all WAP- enabled mobile phones
- Customizable retail store - fronts with the operators' look and feel and promotional offers
- Flexible pricing plans including free, pay once, pay per download, pay per use, pay per period, subscriptions, and trials

