



Oplayo Managed Media Services™

Turnkey Solution for Mobile Content Services

Oplayo Managed Media Services™ is a complete turnkey solution for launching and managing mobile content services. It includes all the components needed ranging from content editing, encoding and hosting to billing, distribution, and service subscription logic. The solution is fully hosted and can be managed by either the Service Provider or Oplayo depending on service requirements and setup.

Solution Overview

Oplayo Managed Media Services™ (OMMS) is a fully modular system that automatically manages the mobile complexity and provides a complete service platform that significantly lowers the service barriers for service providers, and makes the services easier to use for consumers.

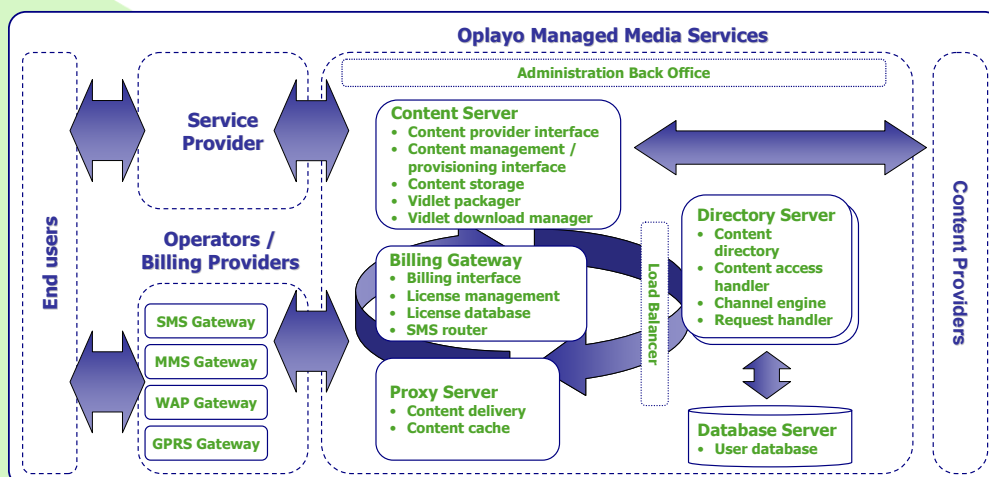
The OMMS can be tailored to fulfil the needs of any partner offering or planning to offer mobile content services. Oplayo Managed Media Services™ supports an extremely wide range of mass market and high end mobile phones, maximizing the potential service end user base for all Oplayo partners.

End User Benefits

- Opens the world of feature rich mobile video services to mass market phones
- High quality video even on low end phones using Oplayo's advanced video technology
- Automatically provides optimal content and user experience for each device
- Offers friendly and uniform end user interface to all services
- Streaming and downloading of video clips in today's 2.5G and 3G mobile networks
- Enables peer to peer video services, such as send to friend functionality
- Wide range of content available as a part of the offering

Benefits for Service Providers

- The easiest and quickest way for launching advanced mobile video services
- The solution to open the mobile video market for mass market phones
- Fully hosted solution requiring no infrastructure investments
- Automatically provides optimal quality and service for each end user
- Transparently handles the user authentication and billing
- Offers ready made high quality mobile content from known brands for easiest and fastest service start up
- Offers Web based tools for monitoring and managing the service. Fully outsourced service management also available.
- Content downloading and forwarding controls offer flexible DRM functionality



The OMMS is a modular and scalable solution taking care of the complex technical issues related to advanced mobile video services.



Oplayo Managed Media Services™

Features and Specifications

Hosted Platform

Oplayo Managed Media Services™ (OMMS) is offered as a fully hosted solution, which hides the complex technical details needed for advanced mobile video services from the Service Provider.

The solution is hosted on high availability industry standard Linux servers using professional hosting facilities. The OMMS platform is highly scalable and capacity increases are readily available as needed.

Service Management

The Service Provider can control all aspects of an OMMS based service using a Web based user interface. Optionally the service can be fully managed by Oplayo.

The management interface provides options for configuring:

- Service creation & deployment
- Service structure and logic
- Content management – Content updates, pricing & campaigns, content rotation including top lists
- Dynamic & interactive services, including content search and peer to peer services
- Player delivery, branding & customisations

Handset Support

OMMS offers the widest end user coverage with players available for truly mass market handsets.

The supported mobile clients are:

- Oplayo Vidlet 2 – Downloadable Java video clips for mass market phones
- OplayerJV 2 – Streaming video for mass market Java phones
- Oplayer 3 – Video streaming & downloads for Symbian Series 60 Smart Phones

Media Support

OMMS can combine multiple media types into one seamless experience. The supported media types are:

- Downloadable Java video
- Streaming video
- Still images

- Textual messages

Content Access

OMMS supports multiple ways of accessing content, including:

- SMS ordering
- Oplayo playlist browsing
- WAP browsing
- Web browsing

The access can easily be integrated into content portals etc.

Handset Management & Quality Optimisation

All parts of the OMMS automatically recognise the capabilities of the end user handset & mobile operator for providing optimised service experience and content.

Player and Content Distribution

OMMS solution handles all aspects of player delivery, installation and updates as well as direct content push services via SMS and WAP push.

Oplayo provides the Service Provider with customised SMS short numbers and codes for easily promoting and distributing players via e.g. print or online media.

Mobile Content Library

Oplayo provides access to a large pool of video content from well known brands. The content is targeted specifically for the mobile market and the library genres range from entertainment to sports and news.

The Service Provider can freely select the content offered to its end users.

Interactive Services

OMMS services can include interactive features, which enable advanced services such as person to person messaging i.e. send to friend functionality, mobile voting and gambling.

Integrated Billing

OMMS offering includes mobile billing with options ranging from premium SMS & credit cards to

HTTP based billing. Both technical and commercial aspects of the billing can be handled by OMMS. Additionally, existing billing solutions are easy to integrate to the system.

From a service perspective, billing can be transaction based, including multiple access times or access for a specific amount of time, or subscription based with a fixed fee providing the consumer with a specific amount of content for e.g. each month.

Branding Support

OMMS is offered as a white label solution, so that all parts of the service visible to the end user can be fully branded by the Service Provider.

Content Hosting & Transcoding Service

OMMS optionally includes mobile content hosting services. In addition to hosting, OMMS offers simple content editing such as clipping and transcoding into a format suitable for mobile distribution for different client types.

Service Reporting

OMMS provides real time, multi dimensional service reporting. The reports include active users, content brands and usage, end user handsets and networks, periods of time, geographical areas etc., or a combination of these.

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