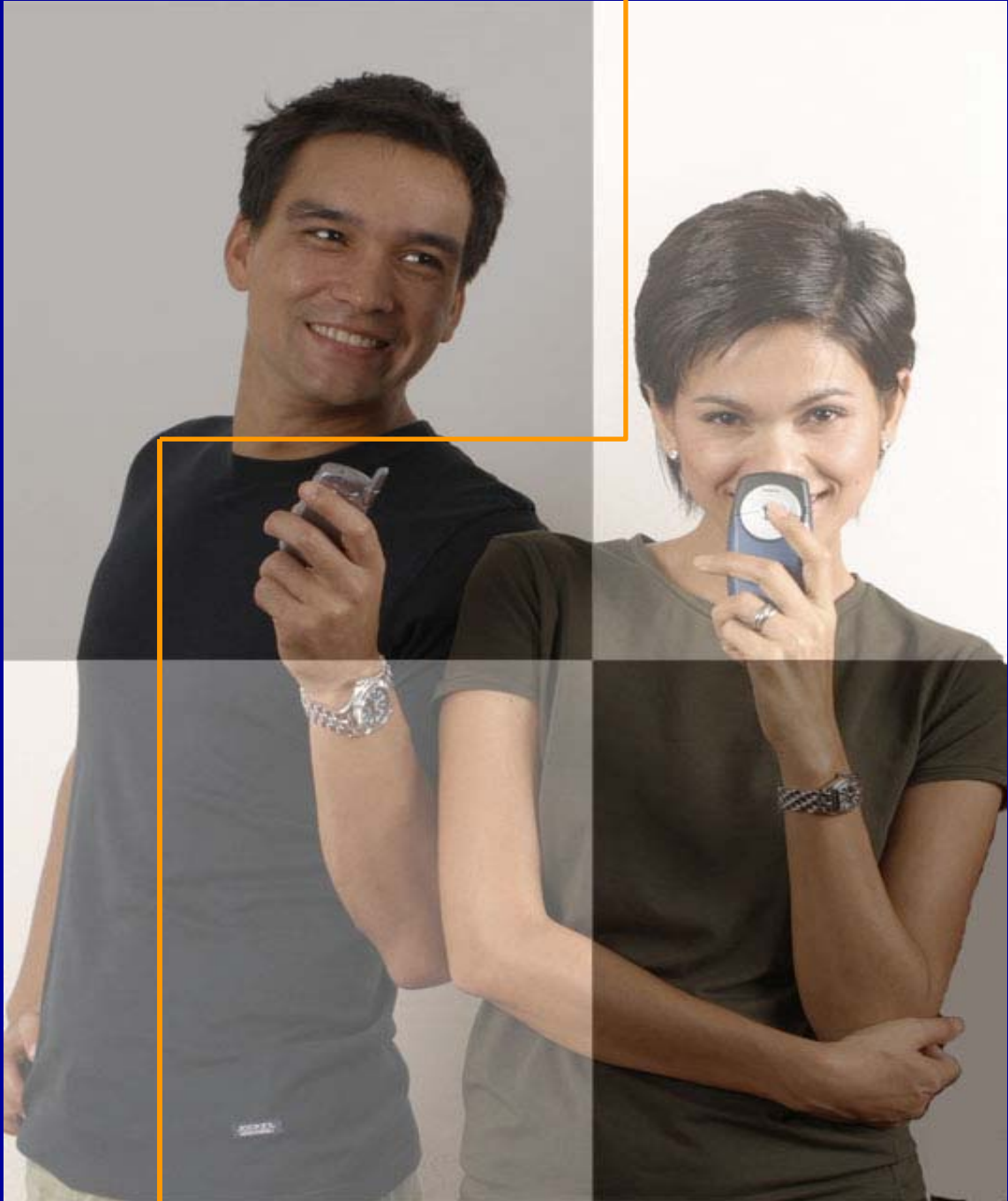


Mango Private Label

Wireless Web



**Monetizing The
Mobile Internet**



Overview

By 2007, the global mobile phone usage is expected to double from 1 billion users to well over 2 billion users according to in-Stat/MDR. With this significant growth comes enormous worldwide market opportunities to deliver mobile data services.

Now you have the opportunity to monetize the Next Big Thing with *Mango Private Label* mobile web services by delivering the real web experience and content worldwide.

WAP technology has promised to deliver the mobile internet, and anyone who has tried the internet on their mobile phone will know that to be a fallacy. With WAP all you get are limited graphics, slow user experience, and only WAP WML Sites; not the REAL HTML web sites.

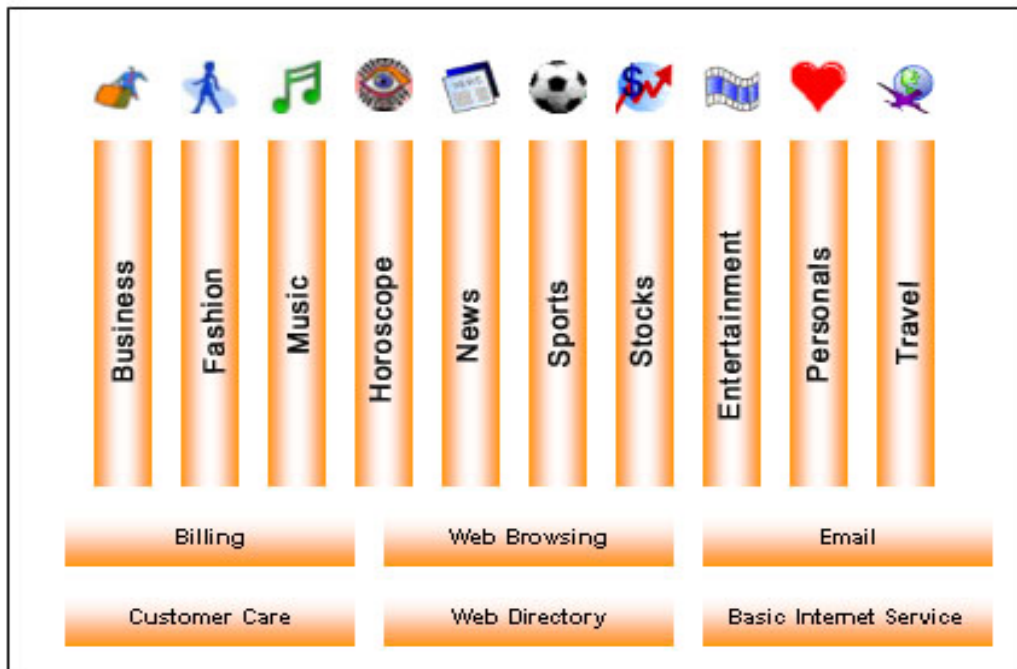
Mango solves this problem by allowing millions of people to get the full internet optimized for small mobile phone screens. Mango takes the mobile industry to the Next Level by providing private label services that allows online portals, entertainment & media companies and wireless operators to provide their own mobile channel service.

The Mango Technology Platform is independent of content technologies providing service support across ALL data enabled devices for SMS, J2ME, WAP, MMS, CHTML, CHTML and other emerging technologies and is supported on over 60% of the phones on the market.

Mango's platform is based on open standards and is nonproprietary. It is also device and operating system Independent and therefore will not become obsolete as new devices emerge and will provide end users with a choice of mobile devices rather than lock them in to a single device. Mango can help you increase customer acquisitions and revenues Today whilst providing your customers with a Seriously Cool experience by enabling anytime, anywhere connectivity and convenience to your web content on mobile phones.

Mango Private Label Services

Build Branded horizontal and vertical portal capabilities



Mango Private Label Services

Mango Private Label utilizes the latest and most advanced technologies to create private branded mobile web services delivering a wireless channel that allows online portals, entertainment & media companies, and wireless operators to monetize existing web content on mobile phones. Mango Private Label's turnkey solution can help you sell your own mobile web content via monthly subscription revenues and provide your own complete branded and customized mobile web portal for mobile phones. We help you gain access to the immensely large mobile market and provide your customers with the real web experience anywhere, anytime. Mango Private label offers two service options for your customers which are Mango Client and Mango Client Lite.

Mango Client: The Mango Client application allows you to deliver a privately branded wireless web portal for your customers delivering a superior real web experience. Mango runs optimally on higher end java mobile phones with phone memory of at least 512K or more. With Mango, your customers can enjoy brilliant web images, graphics and content on their mobile phones.

Mango Client Lite: The Mango Lite Client application delivers the real mobile Internet just like the Mango Client Application mostly in text based format. There are limited images and graphics in order to support mobile phones with limited memory. Consumers with lower end java phones can still enjoy the benefits of your own privately branded mobile web channel on their phone.

Benefits And Features

Mango Private Label services provides online portals, entertainment & media companies, and mobile operators a turnkey branded mobile web channel that enables the monetization of real web content.

Deliver the ultimate web experience on mobile phones for your customers and gain access to the huge mobile marketplace.

Benefits

- Extend your brand to mobile users
- Increase subscription and advertising revenue
- Associate brand with leading-edge technology
- Access to large mobile market
- Acquire new customers
- Gain competitive advantage
- Downloadable branded application with easy upgrade and easy installation
- Billing and Integration services with wireless carriers
- Fast Time to Deployment ensuring that you're able to rapidly leverage the wireless marketplace
- Nonproprietary and Open Standards based Architecture
- Supports any java enabled mobile phone and multiple technologies
- Usability and ease of use

Main Features

- Your Private branded mobile application
- Sell SMS & MMS premium services directly from your own mobile web portal
- Browsing of HTML content
- Ability to deliver walled garden for your own wireless web portal content
- Recurring monthly subscription based billing for access to web content
- Automatic content device customization
- Robust and Flexible reporting
- Security via HTTPS (if supported by device)
- Supports images including GIF, JPEG, PNG, TIFF and BMP format
- Fully Managed Service
- Single sign-on authentication
- Bookmark and content organizer
- Web History
- Configurable cache
- Supports any Java phone
- Refer a friend
- Cookies
- Easy to use with no horizontal scrolling required
- Support for Unicode and many character encodings



Architecture

Mango Technology Platform

The Mango Technology Platform utilizes the latest and most advanced technologies to create easily customizable and flexible private label services.

The Mango service maximizes device capabilities by using proprietary Device Content Customization technology (DCCT)

Mango Private label is the only Wireless web service to provide access to the Real Web on mobile phones. Privately brand and customize your Web channel that passes through the Mango Device Content Customization Technology (DCCT), and displays your Mobile web content in optimal form on the device.

The Mango client comes in one form, J2ME MIDP. The J2ME version supports MIDP 1.0 and 2.0. The client supports extended APIs on a per device basis such as Mobile Media and Mobile Messaging.

In addition, the Mango Server Platform connects with WAP Push, SMS, and MMS, to provide additional features to the service. To provide these features the Mango service must be connected to the carrier and attached to the corresponding gateways of these services.

Mango Client MIDlet

The Mango Client is MIDP 1.0 based. It runs optimally on devices which give 512k or more in Java heap space.

Mango Client Lite

Mango Lite is designed for resource Constrained devices such as Nokia Series 40. Mango Lite removes the ability to display images.

Mango Server

The Mango Server is J2EE and supports SSL.

Mango Database

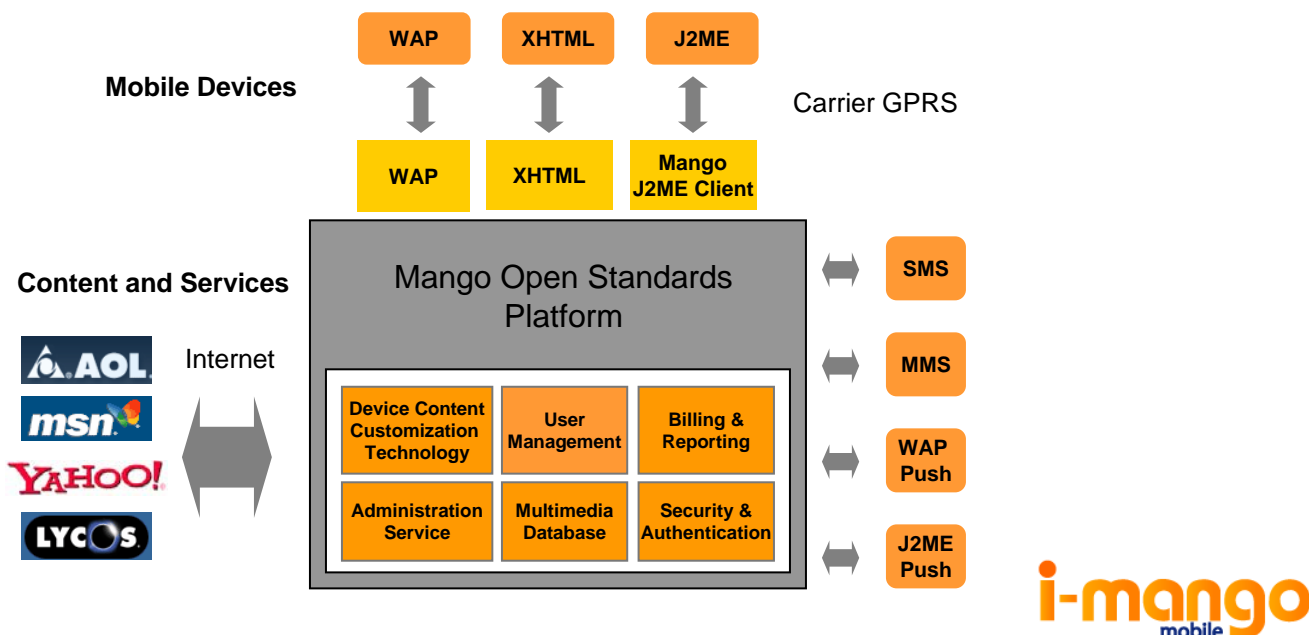
Mango uses Oracle to store the data in A scalable high performance relational database.

Mango Web Browsing

The DCCT scales images, removes table tags, ECMAScript, and more to refine a web page for proper device viewing. If a device supports 256 colors, and the image from CNN.com is 65,556 colors, the excess colors are removed, which reduces the image size. If the image is larger than the size of the screen of the phone, it too is reduced. This provides optimal web Page viewing for the Mango customer.

Mango E-mail

IMAP, POP3, and Hotmail (WebDAV), or any other web based email system is supported. In addition, for Enterprise usage, Mango Email supports SSL and SMTP authentication. All attachments types are supported such as Microsoft Word, Excel, Powerpoint, Adobe PDF, ZIP, HTML, Images and many others.



Fully Managed Service and Integration

Fully Managed Service

MorphoZys provides Fully Managed Services and operates the entire service for You. MorphoZys network operations ensure complete connectivity between your customer's mobile devices and the wireless carrier network. We can have you up and running quickly so that you can be monetizing web Content and increasing ARPU right away. The value proposition of Mango Private label service is extremely compelling:

- Incremental revenues from existing customers and new customer acquisition
- Easy to implement
- Differentiates your Company from your competitors
- Little incremental cost to offer service
- Easy for customers to install and use

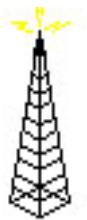
Mango Integration

Mango Private label integrates with the wireless carrier's existing billing system. The Mango system manages the provisioning, accounting, and maintenance of the Mango Client application delivered to mobile phones. Mango provisioning tracks each individual downloaded client, and prevents piracy. The Mango provisioning integrates with the carrier WAP Portal and SMS provisioning systems. The Mango Server integrates with the carrier's billing server using WAP, SMS, MMS, and IP based billing methods. The Mango Private label service allows for subscription and usage based transactions. Mango has integrated carrier billing systems that use open standards such as HTTP and XML. The Mango Server delivers specialized web based reports accounting and usage on an aggregate or per user basis.

Mobile phone



Wireless Carrier



Mobile Platform

