



These days, such familiar Internet services as e-mail migrate to mobile platforms helping people to achieve a truly mobile way of living. Novosoft Inc., a pioneer of wireless communications solutions in Russia, introduces Novosoft MeMail - a product that provides users with personalized, seamless access to both corporate and personal e-mail from any place via mobile phones.

What is Novosoft MeMail

Novosoft MeMail is a software that allows users to send and retrieve e-mail directly from the mobile phone through Internet service provider or corporate network. Novosoft MeMail supports SMTP, POP3, and IMAP protocols and allows GSM subscribers to use their familiar e-mail accounts.

Market opportunity

Increasing Revenues With Text Traffic Boost

With Novosoft MeMail, wireless carriers can increase messaging traffic by enabling subscribers to access personal email and respond to notification alerts with text messages. Allows subscription and per-message billing scheme options.

| Features | Novosoft MeMail | Embedded e-mail client | Generic sms-to-mail service | Wap-based e-mail |
|--|-----------------|------------------------|-----------------------------|------------------|
| Access to user's server mailboxes | ★ | ★ | | ★ |
| Familiar user interface | ★ | ★ | | ★ |
| No embedded WAP/POP3 client required | ★ | | ★ | |
| No additional network services activation required | ★ | | ★ | |
| Notification about incoming email | ★ | | ★ | |

Data exchange between user's handset and the server is based on SMS protocol. In comparison with similar WAP-based solutions, this does not require from subscribers to keep an always-on Internet connection, allows simultaneous e-mail notifications and voice communication and finally makes Novosoft MeMail convenient and affordable for larger number of users.

Higher penetration rate

Operators can offer new service to the widest possible user audiences. MeMail works on all major manufactures handsets and does not require state-of-the-art phones. It does not require WAP connection to send and receive mail. STK and plain SMS versions available to allow flexibility when offering the service to customers with diverse habits and requirements to the user interface.

Novosoft MeMail Main Features

- Connects to Internet Service Providers or Corporations directly through mobile phone;
- Supports SMTP, POP3 and IMAP4 protocols;
- Manual and automatic mail check;
- New incoming mail notification signal;
- Sorting messages by time, subject, sender;
- Displaying messages created both in plain text and HTML formats;
- Fast e-mail account setup;
- Saves read messages on server to work with them later using desktop computer;
- Instant access to all messages stored on server;
- The problem of messages fragmentation by 160 symbols is solved to ensure the product's convenience and functionality for the end-users.

Reliable and stable

Novosoft MeMail transport is based on SMS, which is well tested and maintained by all operators.

Experts about wireless e-mail

"With increased availability of data-centric mobile devices, wireless e-mail is expected to grow in popularity. By 2005, around 30 percent of e-mail is expected to be accessed wirelessly.

Voice-to-Text and Text-to-Voice technologies are expected to give a further boost to wireless e-mail. Wireless e-mail services are already being integrated with SMS to provide e-mail notifications"

TechRepublic.com



Ease of implementation

Novosoft MeMail takes advantage of existing network infrastructure and easily integrates with operator's SMSC and billing system

User benefits

Cost-effective and affordable

Novosoft MeMail uses SMS protocol instead of WAP and does not require state-of-the-art handsets. No WAP connection needed. Allows simultaneous e-mail notifications and voice communication

Universally available

Due to roaming agreements between mobile networks, Novosoft MeMail users can retrieve and send messages to their friends, colleagues, and family virtually from anywhere

Easy and friendly

Convenient and intuitive user interface. Simple yet exhaustive set of commands in plain SMS version.

Increasing airtime usage with Text-to-Speech capability

Through integration with Novosoft VXML System, Text-to-Speech enabled modification of Novosoft MeMail can be implemented. This version of the product can generate additional value for operators by increasing the airtime usage. Text-to-Speech capability allows users not only read their mail but also listen through the messages located at their POP3 or IMAP mailboxes and send voice messages which are transmitted as audio files attached to usual e-mail messages. The combination of text and

audio strengthens MeMail appeal to mobile subscribers who get an attractive opportunity to send voice messages to Internet mail virtually from everywhere.

Architecture

Novosoft MeMail includes server and client parts. Depending on the operator's demand, the client part may be either Java applet stored on SIM-card and providing users with convenient menu-style interface, or subscribers can access the service in plain SMS mode using simple but exhaustive set of commands. Server part is integrated with SMS center. The system's scalability is achieved through clusterization.

| Technical Specifications | |
|--------------------------|---|
| Data exchange protocol | SMS |
| Database | Oracle or Interbase |
| MeMail Server hardware | dependent on network traffic |
| SIM card memory usage | 18704 bytes |
| SIM card type | Schlumberger Simera 32K Java SIM ToolKit Compatible |
| SMS Center | Class 2 SIM specific message support |
| MeMail Server software | Platform-independent Java-based |
| GSM file usage | 4700 bytes |

4 pr. Koptyuga, Novosibirsk, 630090, Russia
Tel: +7 (3832) 303469
Fax: +7 (3832) 342035
E-mail: mobile@novosoft-us.com
Web: mobile.novosoft-us.com