

Make mobile content delivery and billing **cost effective, simple and fast** with mSERV!

The mSERV mobile content delivery and billing system makes mobilising content a breeze!

Overview

Through the secure.mBill online administration system you can configure every aspect of your mSERV deployment such as uploading content, price setting, allocating unique purchase identifiers and linking them to your online, print or TV promotional keywords. Keywords define specific content types and make your service unique within the secure.mBill system.

mSERV has a range of billing options to offer your users with these include: Premium SMS, IVR and Credit Card enabling you to reach every customer on the planet.

Don't have any content to start? Not a problem because we also provide you with the option to tap into our extensive database of ringtones, games, themes, wallpapers, animations & videos!

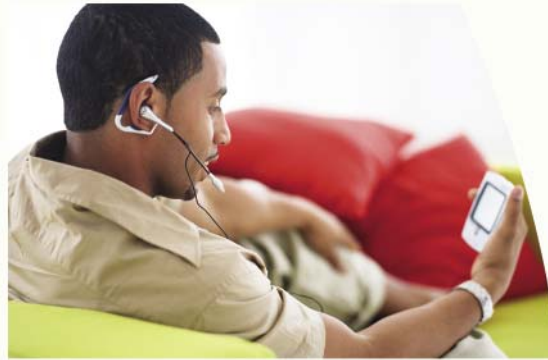
mSERV Delivery

The secure.mBill system will receive incoming purchase requests via SMS, IVR, WEB or WAP. The request is then appropriately routed through the mSERV system so that the correct keyword is used. Once the request is identified, and payment response received, the content is made available to the customer for download via WAP. The content push can be returned via Premium SMS for a charged service or via standard SMS for a free download to the customer.

From the original content request, mSERV identifies the requesting handset type and tailors the content response for the features that particular handset supports! We pride ourselves on having one of the most comprehensive handset databases with over 500 international makes and models supported and new models being added as they are released!

mSERV can deliver the following types of mobile content:

- > Mobile video
- > Animations
- > Themes
- > Java Applications/Games
- > Wallpapers & Logos
- > Ringtones



mSERV makes mobilising content so easy with our simple 3 step system:

1. Upload your content or use our extensive database
2. Setup your keywords
3. Link your content to your keywords.

Piece of mind

Our systems are 100% company owned and strategically located at Centenary Square in Brisbane, Australia. This highly sophisticated data center environment operates multiple 100Mbps links and peers with all Tier-1 carriers to provide maximum network redundancy. Other reliability features includes uninterruptible power supply units, emergency diesel generators, regular system backups, climate control, swipe-card and physical security access with 24/365 network monitoring.

Pricing

With international networks and large message volumes, mBill can provide competitive rates for all of our services. We are committed to maintaining competitive pricing whilst ensuring the sophistication and reliability of our superior services and solutions.

mSERV can be instantly set up once an account has been created, so contact the mBill team today for more information on this superior solution.

