



Q-900 ContentWeb is a comprehensive cross-portal marketplace for mobile artwork and applications. A one-stop hosting and distribution solution, Q-900 ContentWeb excels at taking mobile content out of development and straight into the hands of paying users.

Newly developed artwork and applications are uploaded and deployed at Q-900 ContentWeb through a clear, intuitive profiling process. Through Q-900 ContentWeb catalog, they instantly become available to multiple Quios partners: carriers, portals, aggregators, etc. As Quios' partners promote, package, retail, and deliver the content to mobile users, the developers automatically receive their respective royalty payments.

Q-900 ContentWeb includes sophisticated mechanisms for content profiling, capability matching, and internationalization, so essential for wide-audience, problem-free low cost distribution and support. Advanced Digital Rights Management prevents unauthorized distribution.

Q-900 ContentWeb is a fully hosted distributed content platform managed and operated by Quios' specialized 24x7 Network Operations Center ensuring an unparalleled level of reliability, scalability and Quality of Service.

Developer Benefits

Q-900 ContentWeb bridges the gap between developers, content distributors, and consumers. In a single integrated platform it combines all capabilities essential to facilitate a profitable product lifecycle.

- ◆ Highly scalable content hosting solution
- ◆ Sophisticated capability management
- ◆ Internationalization support (code and related localized data can even be managed as distinct entities)
- ◆ Multiple platforms and versions
- ◆ Digital Rights Management
- ◆ Automated update push
- ◆ Efficient global content distribution through multiple vending organizations.
- ◆ No dependency on carrier portals.
- ◆ Efficient end-user billing and royalty transfer.
- ◆ Download, utilization, and sales

reports for profitability tracking.

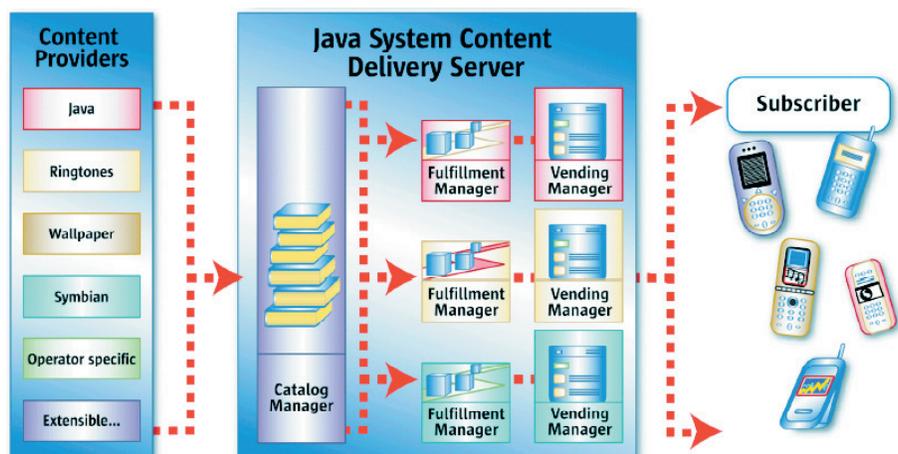
Architecture

The Q-900 ContentWeb service is implemented via a fully hosted sophisticated integration of Sun Java System Content Delivery Server (see picture below) and the acclaimed Quios Messaging Platform (QMP). This technological partnership between

Sun Microsystems and Quios has delivered a truly unique combination of strengths ranging from full product evolution support to comprehensive carrier integration, product merchandizing, and fulfillment services.

Q-900 ContentWeb: What it Does, How it Works

1. Developer uploads artwork or an



Global Mobile Messaging

application to the Q-900 ContentWeb and, via a simple Web interface, defines relevant capabilities profile (to match against mobile devices), categories, and keywords (for the convenience



of search by potential customers), specifies internationalization packages (if available), platform versions (if diverse operating environments like Java and Symbian are supported), terms of distribution, and price.

2. Q-900 ContentWeb makes your application available to Quios partners for distribution and assigns it an SMS Short Code. Quios partners include the new content into their vending catalogues and marketing programs (automatically based on developer's reputation, manually upon review for quality and relevance).

3. Consumers browse through vending catalogues (printed, Web, or Wap based), receive an opt-in promotional email, or just see an ad on a billboard or on-pack media. A consumer sends the product ID to the

specified short code, and in return receives the requested content (through the combination of WAP Push and WAP download), as well as a Premium SMS message. The message acknowledges the sale and initiates a pre-specified charge that will appear on the consumer's next mobile bill.

4. Upon settlement, part of consumer's payment is passed by Quios to the vending partner, and the developer receives the royalties. (Note: in some

cases Quios' distribution partners may choose to subsidize content or apply creative bundling and promotion schemes. In any case, the developer's interests are fully protected by Quios Digital Rights Management, and the developer always receives the hard earned payment for the fruits of his/her labor).



5. Developer can at any time post updates (minor fixes and improvements) and upgrades to the product, and the interested subscribers will be

automatically notified of these changes and (if supported by their mobile platform) even receive the improved product automatically (subject to the



terms specified by the developer).

For More Information

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