

MCRISP^T

EXCITING TECHNOLOGY...EXCITED CUSTOMERS



THE NEXT GENERATION MOBILE ENTERTAINMENT PLATFORM

MCRISP MOBILE PLATFORM

THE NEED FOR A RICH MOBILE PLATFORM

*“The total global mobile entertainment market--music, gambling, adult content, the whole ball of wax--will grow from \$17 billion in 2006 to \$47 billion by 2009 and \$77 billion by 2011” **

The key to commercial success lies in understanding consumers, their lifestyles and attitudes and in creating a product service combination that match consumers wants and needs. We at Pappilon understand this necessity for bridging the wants and needs. And therefore have developed a crisp solution that enables mobile phones to act as flexible terminals for a huge range of business functions and to address the needs of various verticals.

WHAT IS MCRISP?

MCRISP is a next generation mobile entertainment platform that provides enhanced business opportunities for content developers while creating a seamless user experience for the consumers. This mobile platform is the first of its kind application and is the result of extensive research and development by Pappilon's team.

IN A NUTSHELL - **MCRISP** is a rich platform that interfaces with a modular **MCRISP** mobile application on the mobile phones. The application is a structured map of content and its framework. This enables the end users to navigate the content framework of a specific producer without having to connect to the network and choose to view / download and save only the desired content onto the mobile phone. The offline view of the content will be tracked and an expiry for the content can be set based on number of views. Also a report of the views and usage of content is captured and reported back.

HOW DOES IT WORK?

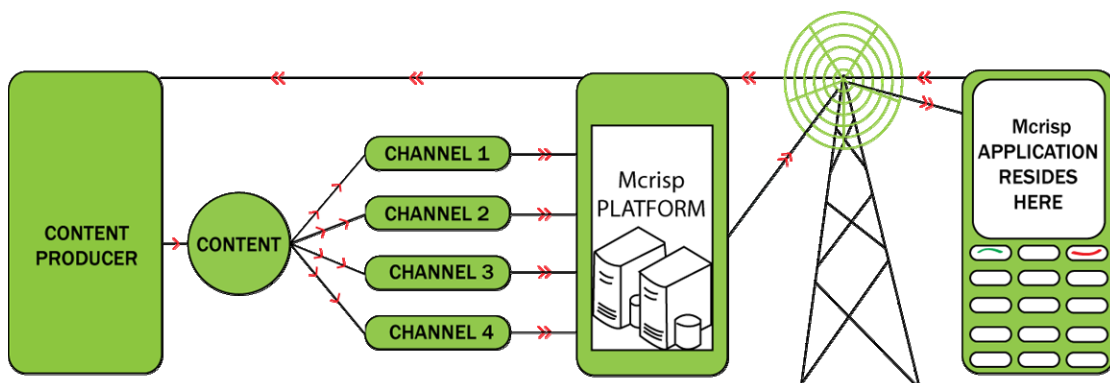


Fig 1.0. Multichannel content is organised and deployed through Mcrisp platform and reaches the Mcrisp application residing on the mobile phone. Content tracking and view management reports are sent back from the application to the content producer through Mcrisp platform.

MCRISP FEATURES

MCRISP is an optimised solution for the small screen (mobile phone) making it easy and fun to access the internet. It uses advanced navigation and loading technology so your content is always right there when you want it. The platform and application together bring a host of features. Listed below are a few.

- ✓ A world's first of its kind modular mobile client
- ✓ On Device Application
- ✓ Supports content streaming
- ✓ Supports content saving
- ✓ Supports DRM
- ✓ Supports content expiry
- ✓ Advertisement supported content
- ✓ Supports extensive reporting
- ✓ Online and offline view management
- ✓ Supports payment gateway
- ✓ And more...

MCRISP BENEFITS

FOR THE CONTENT PRODUCER

Superior Technology

Makes available On-Device content for the users and thereby offering services that are directly embedded onto the devices that people carry with them everyday

Superior navigation

Navigating the content structure and switching between content channels becomes very easy and simple making the navigation in Mcrisp much superior

Non Dependency

The content producer does not have to be dependent on any specific service provider. The service provider is only an interface and hence users of all service providers are potential customers

Stickiness

The degree to which users will stick to the particular brand will increase many folds

as anytime anywhere access to the content is made available

Additional Revenue

Mcrisp platform supports advertisement supported content which is a sweetener for free content as users do not mind watching advertisements for accessing free content

Usage pattern

With the extensive content view management, it is feasible to study the usage patterns of the users and to make modifications to the content accordingly

Increased brand value

Willingness to incorporate latest mobile technology, increased geographical reach (offline views), increased revenues, satisfied customers...all of this and more increases several times the brand value of the company

FOR THE END USER

Your content on your mobile

When the user is particularly interested in accessing a specific content once or more than once, he can do so leisurely as the content can be saved onto the mobile and can be viewed anytime anywhere

Instant access

With the content and the content structure downloaded onto the mobile device, loading is almost always instant. The total process of searching and viewing the content is made easier from beginning to end.

No coverage! No problem

Even if the end user is out of network coverage the content can still be accessed. This is possible because the content can be saved onto the mobile device for viewing later.

Less Airtime

Also content streaming or downloading does not have to happen every time and therefore airtime is not required all the time.

TO WHOM IS MCRISP APPLICABLE?

- ✓ Network Providers
- ✓ Mobile Device Manufacturers
- ✓ Content Producers
- ✓ Media Companies
- ✓ Gaming Companies
- ✓ Trading Companies
- ✓ Portals
- ✓ Banking
- and many more...

It is evident that we are entering a new era of always on mobile content. **MCRISP** excels compared to WAP browsers on several counts: zero wait browsing, reducing the click-distance to content, excellent streaming and saved content management are few to be named.

To know more on how your business can benefit from using MCRISP, please write in to us at info@pappilon.in and an expert will schedule a meeting with you to explain further.

Web: www.pappilon.in

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* Juniper Research