



# EmoSMS

## GSM SIM with integrated Secure Application



### Key Features:

- **SMS** Information via **Menu**.
- **Voice** Information via **Menu**.
- **Interactive** on-the-fly SIM Menu generation.
- **Unique Menu solutions** for each customer, or client profile.
- **Secure** design and Menu OTA.
- Mobile **Toolkit remotely usable** by Operator.
- Requires only **SMSC infrastructure**.

Silcom EmoSMS, the result of several years SIM card and application development is the concise solution to the real needs of clients worldwide.

The Emosim Menu SIM card utilizes all of the available functionality of the mobile. Our technology effortlessly interrogates the mobile service profile and optimises the applications to suite.

The main menu can deliver up to 200 categories and more than 200 sub-menu items, offering unrivalled flexibility of VAS to your clients. All this is available in any language, via the corresponding unicode in the mobile.

EmoSMS not only, provides the ability to retrieve information using the SMS service, but can also allows the subscriber to access voice services and information directly, by selecting the services required from a range of menu options.

The menu provides an intuitive interface, encouraging use of the menu based dialling, connecting the subscriber to value added services.

The application uses interactive technology to implement a concept similar to ASP, to afford the operator maximum flexibility in service creation. Thereby offering a very versatile solution for operators to introduce new services and stay on the crest of the service wave.

With over 200 levels to the main menu and dynamic menu configuration, the menu application easily exceeds the current requirements of the most demanding service operators. By using the interactive menu, generating new menu options on-the-fly EmoSMS offers unlimited resources and service variety.

The Menu application utilizes proprietary OTA technology, requiring NO traditional OTA server. Menu options can be replaced, removed, or changed to implement new or increased functionality. The Menu scripts are based on Proactive commands integral to the menu and the mobile functionality.

Generating a marketing campaign utilising EmoSMS will take no more than a few minutes with our intuitive systems, delivering interactive messaging to retrieve the information needed from mobiles along with the opinions of your clients.

A comprehensive range of value added services can now be offered to your customers, increasing the use of your own SMS infrastructure !

### EmoSim™ v08 SMSMenu™

- GSM Phase 2+ 3 & 5 volts
- Latest Flash technology
- SIM application toolkit

### Menu services :

- Silcom OTA uploadable Menu
- Secure OTA data uploading, with automatic
- Memory allocation optimisation
- Up to 200+ menu levels
- Up to 200+ Menu services Use of Proactive commands
- Re-use of Menu services
- Interactive Menu services
- Each menu option can integrate an help page
- Menu action can be one or more proactive commands
- Powerfull Scratch-Pad

### Operator tools :

- Interactive service commands
- Updatable Menu
- Working on most Phase 2+
- mobile phones
- Remote configurable Menu
- Remote SIM actions
- Remote user data recovery
- Remote mobile data recovery



### Unique Menu solutions for each customer or profile

The Menu application can provide unique subscriber customizable menus and menu services. The subscriber can, modify or add menu items on-the-fly via the operators web page or by direct request to the operator to initiate an OTA update to the menu. Naturally the menu application can be accessed by the operator to initiate pre defined menu services or to “lock” specific menus and services in the SIM card.

The menu can be re-configured on-the-fly to meet needs of it's owner (subscriber or operator), the subscriber can then access to the updated service, or use menu options to locate vital information.

Menu services can be configured to initiate a mobile originated call, the menu service being configured by the subscriber, the operator both or neither depending on access levels

### Secure design and Menu OTA

Our application design permits high security transactions allowing the operator the possibility to deploy high level and value-added services at any point during the subscriber life cycle.

Using secure encryption methods the data is distributed in a proprietary format, valid only for the designed subscriber SIM, permitting unique authentication and real time transactions.

This built-in technology permits to secure transactions and data exchanges. Most applications today and in future will be covered by the Menu functions available and services already built-in. There is no need to write new applications, making the network vulnerable to security breaches and using valuable resources to ensure compatibility. The inherent flexibility of the menu application, ensures that one single card deployment affords the operator of almost any menu based application now and in the future.

### Mobile Toolkit remotely usable by Operators.

Our interactive technology joined with the use of proactive commands and mobiles toolkit let the operator generate a large number of services. Services can be built and uploaded quickly and efficiently, offering to the operator an impressive tool to meet both subscriber and marketing requirements.

The operator can use the integrated services to take control of the subscriber and sim, to offer better security, services and updates to the mobile communications experience.

### SMSC infrastructure requirements

Our technology is based on the use of SMS to provide a Virtual OTA service. A simple low cost server interfaced to an existing SMSC provides all that is required to facilitate our proprietary OTA service. An operator can install multiple OTA servers using low cost hardware and run both licence and license free applications dedicated to the Menu services, in a simple and economic format. Our server applications are SMPP compatible using the familiar TCP/IP protocol, allowing installation anywhere on your network. The servers could also be installed on an internet network, this permits the use of out-sourced information providers. The connection to the SMSC and/or gateway is in this way simplified and doesn't oblige the operator to buy expensive infrastructure.

### Some examples of use of our multi-application :

#### a) Menu application

Information services available thru SMS requests to SMS-OTA server, offering information to the subscriber like Horoscopes, Weather, News ...

Information services available via Voice delivery, using our SMS call system. The operator or third party can offer Voice based information access initiated by an SMS Menu selection.

Direct initiation of a Voice call, via menu selection.

#### b) Interactive services

Reception of Interactive SMS to create virtual Menu pages, virtual information services, operator services information requests...

#### c) Banking authorizations with Menu service

Banking or payment via secure authorisation using our encryption / authorization interactive systems.

Information requests thru SMS and Voice connections (account balance, queries etc...).

#### d) Personal services

The client can, thru the Web, personalise the mobile menu with relevant services (access emails, send emails, place phone calls, send pre-defined SMS, etc).

Our multi-application sim can be used in many ways and is only limited by imagination...