



# Airflash SmartZone

## Development, integration, and deployment platform for location-based wireless services

“Location technology is of little value without attractive applications that can make use of position or location information. Application developers are a crucial part of the puzzle, and arguably the tier that adds most value to the location services distribution chain.”

Ovum, Mobile Location Services Report, 12/00

### Overview

Wireless telecom operators are faced with elevated customer demand for faster, smarter, more relevant mobile services. A continuous flow of new sophisticated and integrated mobile location-based services (LBS) can help carriers increase revenue per user, reduce churn rates, differentiate their brand, and build sticky services.

In order to tap into the business benefits of such services, carriers need to be able to quickly develop and deploy competitive applications, as well as integrate new services with their existing wireless data infrastructure. This means either building custom applications and sourcing content or buying pre-packaged applications.

Airflash reduces the barriers of entry into the location-based services market by providing a proven development platform that quickly and seamlessly integrates into your existing architecture. From this

platform, you can build your own “killer applications” or plug in pre-packaged Airflash location-based applications.

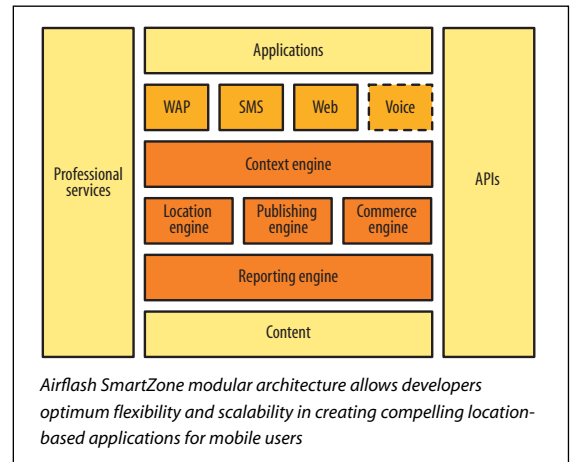
### Airflash SmartZone

Airflash SmartZone™ is a proven development platform used by applications developers to rapidly deploy carrier-grade location-based wireless services. The SmartZone infrastructure leverages industry-leading geospatial technology and provides an intelligent API layer of connectivity to develop device-agnostic applications and scalable services.

### Benefits

The SmartZone platform toolkit comprises small, reusable components that are supported by well-defined interfaces, thereby enabling developers to code, test and maintain functionality quickly and easily.

- Plug and play development environment: Complete LBS platform



comprising context engine, location engine, publishing engine, commerce engine, and reporting engine.

- Extensible infrastructure: Quickly and easily integrates into existing location-based services infrastructure and content, and supports any wireless device.
- Time-to-market: Pre-packaged, high-usage wireless services that fulfill the finding, sharing, and buying aspects of the mobile experience.

### Features

The Airflash SmartZone development platform is a comprehensive solution featuring unique development capabilities and exceptional engineering technologies, all serving to enable the building and deploying of exceptional location-based services.

### Development environment

- Reusable Java-based application libraries
- API for all platform components: Proximity API, GeoCoding, DriveZone, driving directions, authentication, publishing, content integration
- Transport vehicles include: Web, WAP, SMS (one-way and two-way (Smart SMS))

### Technologic features

- Patent-pending geospatial technology (DriveZone)
- Context engine providing continuous user experience
- Industry first, server-based push, pull, search, and share of data
- Commerce engine providing a secure platform for integration with transactional services

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### SmartZone pre-packaged applications

Through technology partnerships with popular content providers, Airflash offers SmartZone pre-packaged applications. Our immediately deployable applications work on any mobile or WAP-enabled device, include the most up-to-date information, and have been optimised for location-relevant usage.

Smart directory services applications include Yellow/white pages, restaurant finder (with reviews), hotel finder (with price-based search, ratings and reviews), rental car finder, brand finder, gas station/ATM finder, flight status, reverse look-up, and bar & pub finder.

Progressive LBS applications let the user take immediate advantage of the search results by saving or sharing the data (public, private, group mobile notes), extending an invitation (m-Vite), purchasing a movie ticket (m-Wallet), or planning a night on the town (I'm Free).

### Availability

Airflash SmartZone platform is available in the US, Europe and Asia. It can be hosted at a customer site or at an Airflash global data center. Carriers may also opt for Airflash premium or standard location-based applications

for fastest deployment to mobile users. The worldwide Airflash professional services team ensures easy integration, provides development guidance and customer training.

For more information on the Airflash SmartZone development platform for location-based services, please visit our website, [www.airflash.com](http://www.airflash.com), or contact the sales office nearest you to see a demonstration or request a data sheet.

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