

Myriad Dynamic Homescreen

Mobile Widgets onto mass market phone home screen with Zero Click Experience

Mobile Widgets are becoming a key differentiator not only for smart phones, but also for mass market handsets. Myriad Dynamic Homescreen is the new turnkey mobile widgets solution optimised for mass market phones. Myriad Dynamic Homescreen provides ready-made essential widgets for the delivery of networked information to ultra-low cost handsets.



Bringing rich user experience to mass market mobile phones

Content providers, mobile operators and device manufacturers can now develop widgets and home screens that deliver compelling services across the whole range of mobile devices, from high end feature phones to ultra-low cost handsets using a single development platform.

Content providers can publish information directly into widgets bringing new content to mobile users.

Idle screen integration, combined with the real-time networked aspects of AJAX-based mobile widgets, allows subscribers to be seamlessly notified of information updates and to reach extended information through one-click access.

Optimised for ultra-low cost handsets

Myriad Dynamic Homescreen combines Myriad Jbed™ native compilation technology with USSD browsing to deliver networked services on ultra-low cost mobile phones. It is tightly integrated for the most constrained devices, starting from ARM7 50MHz chipset with very low memory footprint (under 1MB ROM/RAM).

Reaching all devices through USSD

The widgets can be dynamically updated through a range of data connections, including HTTP, SMS and most importantly USSD, a basic data service compatible with all GSM phones. Connecting via USSD enables the delivery of entry level data services, such as weather, crop prices and local news to any handset.

Subscriber Benefits

- Delivery of real-time networked information on ultra-low cost handsets (sports scores, crop prices, traffic info, etc)
- Handset personalisation including over-the-air download of new widgets
- Immediate discovery of popular services through the phone home screen

Mobile Operator Benefits

- Unique differentiator for attracting new subscribers with low income
- Substantial ARPU uplift through intuitive and fast access to content
- Faster time-to-market and lower development costs for releasing new services with a solution addressing a wide range of mobile devices

Device Manufacturer Benefits

- Be part of the value added service (VAS) value chain
- Improved time to market and reduced development cost through rapid development cycle
- Advanced operator branding through highly customizable software

Deployed Quickly and Easily

With Myriad Dynamic Homescreen, mobile operators and device manufacturers can build unique, eye-catching phone home screen quickly - typically within a few weeks. Thanks to Myriad Widget Development Kit, widget creation is very simple.

The widgets as well as the widget player client can be downloaded over the air, thereby enabling handset manufacturers to give a new life to low end and mainstream devices, and mobile operators to easily deploy their applications and services on existing devices.

Key Features

Myriad Dynamic Homescreen is a new Myriad Mobile Software family. It can be easily integrated to other Myriad mobile software including Myriad Browsers, Myriad Social Networking clients and Myriad Cellcube USSD server.

- Commercial grade solution (internationalization, localization, test harness, platform pre-integration, international support)
- J2ME packaging for easy development and fast time-to-market
- Tight native integration available for most constrained devices (home screen integration, optimal performances & RAM/ROM consumption, network usage through USSD)



Figure 2: Myriad Mobile Widgets menu options

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About Myriad

Myriad Group AG is a global leader in mobile technology and has shipped over 3.2 billion software applications in more than 2 billion mobile phones. Its comprehensive portfolio includes browsers, messaging, Java, social networking, user interfaces and middleware for all types of mobile phones, from ultra-low cost handsets to advanced smartphones.

The company provides both individual components and complete solutions, which enable handset manufacturers and operators to deliver amazing experiences on mobile phones. Myriad also develops USSD-based customer self-care platforms that deliver over 10 billion messages a year to 220 million mobile users across more than 30 mobile operators worldwide.

Myriad was created from the combination of industry-leading companies, Esmertec and Purple Labs. It operates worldwide, with offices in Switzerland, France, UK, USA, Mexico, China, South Korea, Taiwan, Japan and Australia. Headquartered in Dübendorf-Zürich Switzerland, Myriad is listed on the SIX Swiss Exchange (SIX Symbol: MYRN). For more information, visit www.myriadgroup.com.