

Myriad Customer Self-Care and Mass-Market Browsing solutions

Boost your customers' self-service experience AND reduce your Customer Services costs

Myriad's Customer Self-care solution is making profitable, mass-market mobile browsing a reality for mobile operators around the world. The solution currently supports over two billion dollars of mobile revenues annually.

The combination of Unstructured Supplementary Service Data (USSD) with Myriad's proven carrier-grade platforms creates a unique solution - powering Self-Care and data applications on users' existing handsets. The result goes beyond typical mobile interactivity; it is revenue-generating, network-efficient, user-friendly, cost-effective, high-speed, and provides appealing, mass-market mobile interactivity. Myriad offers a portfolio of pre-developed services, together with a powerful development environment to support your specific market requirements.

Turning users' data experience into your profit

With a simple short code (i.e. #123#), an interactive session is quickly established and an intuitive, user-friendly browser guides users to the information they need. So whether your customers want to check their email, get the score of the big game or top-up the credit of a friend's account, Myriad's Self-Care menu quickly leads users to the information they need and executes commands within seconds.



Benefits for mobile operators

- **Immediate mass-market reach:** Provide your entire customer base with interactive services, since handset upgrades are not required
- **Cash savings:** Save network resources and drastically cut down customer care and communication costs
- **Boost VAS traffic** (SMS, MMS, WAP)
- **Tap into new revenues** with new services
- **Leverage all existing network investments:** Compatible with your 2G, 2.5G, 3G or HSDPA network
- **Turnkey solution:** Market-proven solutions ready for immediate use as well as support of in-house or out-sourced development of new, innovation services.

Benefits for end-users

- **Simple access:** It is as easy as dialling #123# plus "send"
- **Fast interactivity:** Initial connection is made in less than 4 seconds; response time thereafter is under 2 seconds
- **User-friendly navigation:** Intuitive browser interface with session persistency
- **Seamless roaming:** Services are available anywhere in the world with the same codes from the home area
- **Keep existing handset:** Compatible with nearly all legacy handsets without any SIM card upgrades required
- **Affordable services:** Subscribers are attracted to low-cost interactivity

Communication

- Chat and dating
- Email
- Instant Messaging
- Access to WiFi Hotspots

Triggering Services

- Ringtones
- Logos
- Java games
- Applications store

Information

- Real-time news
- Location-based services
- Communication channel for inbound roamers



Entertainment

- Games
- Voting

M-Commerce

- M-wallet
- M-payment
- Donation

Customers Self-care

- Detailed balance inquiries
- Rate plan management
- Advanced Top-up
- Loyalty plan management
- Communication channel between operator and customers
- Peer2Peer
- e Top up
- Please Call Me
- Please Recharge Me
- Credit validity extension services
- GPRS/MMS settings

Myriad Cellgate: the USSD Gateway

Myriad Cellgate is a robust USSD gateway bridging the GSM/UMTS SS7 network to the IP world. The platform enables advanced USSD, SMS and MAP & CAP features, which make it a powerful companion to the USSD portal, Cellcube.

Myriad Cellcube: the USSD Portal

Myriad Cellcube is the core of the Myriad Customer Self-Care solution. Structured around a powerful navigation engine, Cellcube supports various interfaces in addition to handset and user adaptation features, along with a real time rating engine. Thanks to its advanced service logic and friendly interface, Cellcube provides mobile operators with an unparalleled environment for launching successful interactive services.

For sales enquiries please contact:

Myriad Group AG

The Towers, Towers Business Park, Wilmslow Road, Didsbury, M20 2SL. UK

t: +44 (0) 161 249 5400 | f: +44 (0) 161 249 5401 | e: sales@myriadgroup.com

myriad™

Myriad Group AG
Lagerstrasse 14,
8600 Dübendorf,
SWITZERLAND

t: +41 (0) 44 823 89 00
f: +41 (0) 44 823 89 99
e: info@myriadgroup.com
www.myriadgroup.com

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.