

Myriad Integrated Messaging

Delivering combined social networking and messaging services for mobile

The Integrated Messaging service from Myriad helps operators deliver new communication experiences that meet the changing lifestyle demands of mobile users. Social networking, email and IM can now be experienced together on a single screen, on any device: from the most basic to the smartest - all delivered from a single cloud-based platform.

Access to Brands Your Customers Like

The adoption of social media, email and web messaging is accelerating as mobile users demand access to the messaging brands they know and trust.

Myriad Integrated Messaging is a proven solution that lets operators package amazing social experiences for all types of mobile device: basic, feature and smart (including tablets) - providing the opportunity to generate new revenue streams and significantly reduce service churn.

Keeping Pace With Social Media

Integrated Messaging is a cloud-based managed service, supporting low-cost and rapid deployment within its partners operating infrastructure.

The service is integrated with leading social networks (Facebook, Twitter, Orkut and MySpace), IM services (AIM, Google Talk, MSN & Yahoo Messenger) and media sites (Flickr & YouTube). Additional social networks and communities can be added to those already available, enabling operators to keep pace with the changing social media landscape and create new and compelling social networking and messaging services unique to their market.

Addressing Your Entire Customer Base

Myriad Integrated Messaging provides the ability to offer services to an entire mobile customer base, regardless of the handset being used. For more basic devices, the service can be accessed through a mobile browser, while Java and Android applications provide a richer service experience on more advanced mobile devices.



Benefits

- New revenue - generating incremental data revenues or recurring subscription fees
- Brand extension - ability to create branded social groups and communities
- Customer engagement - strengthens the relationship with customers and reduce service migration
- Service enhancement - delivers features that enhance a user's experience beyond basic access to social networks, email and IM
- Reduced costs - lowers development and operational costs through a hosted infrastructure solution

Key Features

- Single Sign On - enables users to easily and simply stay connected, removing the need to log into each social service separately
- Social Inbox - a single place to receive the latest status updates and messages from multiple social networks for easy viewing and responding, figure 1
- Instant Messaging - a simple interface through which users can chat simultaneously with multiple IM services, figure 2
- Unified Messaging - a single screen interface to easily access and update all social networks, IM clients and media sites, figure 3
- Universal Address Book - one location for all social community, email, IM and handset contacts
- Status Notification - alerts users when friends and colleagues have updated their status
- Content Sharing - allows users to view and distribute images, audio and video with anyone, on any network, or any community



Figure 1: Social Portal



Figure 2: Java app

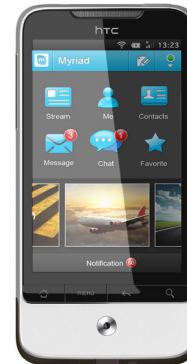


Figure 3: Android app

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About Myriad

Myriad Group AG is a global leader in mobile technology and has shipped over 3.8 billion software applications in more than 2.2 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 35 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 Zurich Switzerland, Myriad is listed on the SIX Swiss Exchange (SIX Symbol: MYRN). For more information, visit www.myriadgroup.com.