

## Myriad Updates

Delivering social networking to mass-market phones

Myriad Updates is a simple and speedy text-based service that makes Social Networking, Instant Messaging and Email accessible to the mass-market. Myriad Updates is powered by Myriad's Xumii platform, which is the first of its kind to enable network operators to offer social networking services over USSD and SMS, creating new opportunities to reach an untapped market of over 4 billion consumers worldwide.

### Universal Social Networking

Using short codes through any GSM mobile phone, subscribers who previously had no access to data can now connect to their favourite social networks and stay in touch with their friends on Facebook and Twitter via Myriad Updates.

### Minimal Deployment Cost for Network Operators

The Myriad Updates service is available as a hosted revenue share proposition to network operators. This means no capital expenditure, shared business risk and minimal technical impact - only routing changes are required in the network.

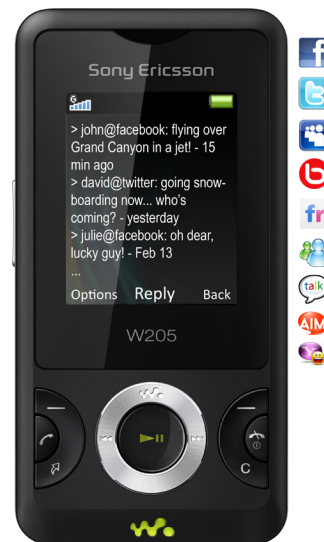
### Deploy Immediately

The Xumii platform is the proven engine at the heart of the service which also powers social networking services for Telefónica, Vodafone and other major network operators.

This enables deployment in just a matter of weeks, allowing GSM network operators the opportunity to monetise data services in a new way that is complimentary to existing data offerings, and is open to all their subscribers.

### New Revenue Opportunities

Myriad Updates enables subscribers' first experience of mobile Internet, driving them to upgrade to data subscriptions, creating new revenue opportunities for network operators.



### Benefits

- **Service Enhancement** - offers a unique service to subscribers, delivering social networking to the feature phone market
- **New Revenue Opportunity** - generating incremental data revenues and upgrades to data subscriptions
- **Minimal Risk Business Proposition** - all operations are outsourced
- **Proven and Deployed** - currently powers social networking services for Telefónica, Vodafone and other major network operators



Social Updates



Instant Messaging



Email

## Features

### Social Networking - Facebook

- Read newsfeed updates
- Check and update own status
- Reply to updates
- Like / Unlike an update
- Send and receive messages
- Receive and respond to friend requests

### Social Networking - Twitter

- Follow tweet timeline

- Read individual tweets
- Post tweets
- Follow people

### Instant Messaging

- Chat with your friends
- Facebook Instant Messaging

### Email

- Email systems interfaces available
- Gmail

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### About Myriad

Myriad is chosen by leading OEMs and network service providers to power rich mobile social and web experiences - from the most basic to the smartest connected device through a single, scalable platform.

Today, over 2.5 billion mobile users rely on Myriad software. Myriad apps often provide users with their first taste of the Internet, and with our proven technology embedded in every Android device we are on target to help our partners power the next billion users.

We operate worldwide, with offices in Switzerland, France, UK, USA, Mexico, India, UAE, 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 please visit our website: [www.myriadgroup.com](http://www.myriadgroup.com). You can also follow us on [twitter@MyriadGroup](https://twitter.com/MyriadGroup) and view our YouTube Channel - [YouTube.com/myriadgroupmarketing](https://www.youtube.com/myriadgroupmarketing).