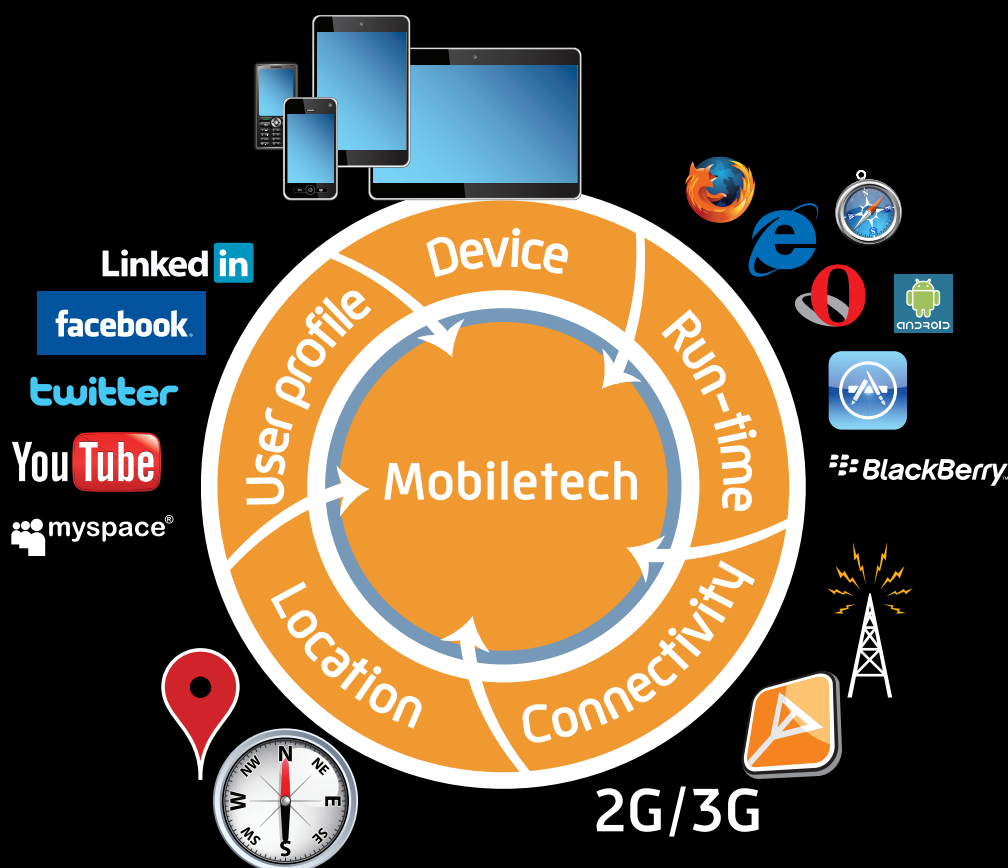


The Mobiletech Platform

All channels, All platforms



Mobiletech's approach to mobile is:

- Easy workflow integration.
- Context optimization of content, presentation and interaction.
- Runtime independence
- Freedom to create working business models

Mobiletech's Platform offers

- Scalability
- Maintainability
- Flexibility

Media customer success stories

The Washington Post increased their traffic by 500% in only 6 months on the Mobiletech platform by providing a better user experience on all areas.

The Globe and Mail (increased traffic by 1200% in less than a year with a seamless workflow integration.

Voice of America launched 40 sites in different languages and countries on the Mobiletech Platform proving the scalability and flexibility of the platform.

News of the World successfully launched an integrated pay-wall strategy.

mobiletech
your key to mobile success

The Mobiletech Platform

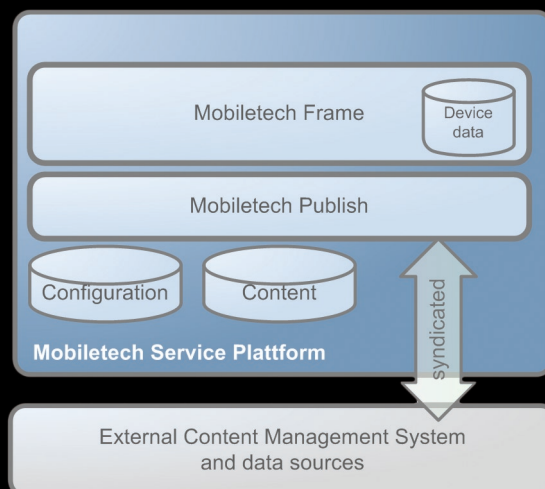
Choose between SaaS services or flexible software deployment options

Cloud service

The mobile rendering engine (Frame) and the publishing and configuration tool (Publish) are hosted on Mobiletech's Cloud Service.

All editorial content is fed to the hosted platform either using xml feeds or web services for more dynamic services.

Additional mobile content can be added.

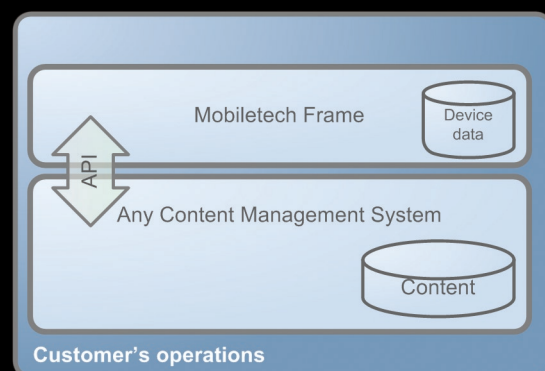


Mobiletech Frame software SDK

Mobiletech frame delivered as an SDK (Software Development Kit) and installed on a separate server (servlet container) in the customer's operational environment.

Content is published using local data access or local APIs.

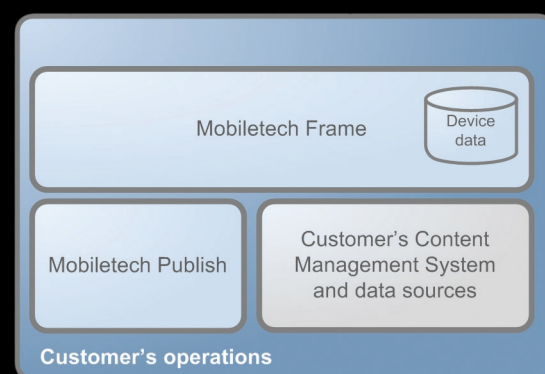
Mobiletech Frame requires a servlet container of any kind to run.



Full Mobiletech Platform deployment

For enterprise customers with vast amounts of data and content sources a combined deployment of Mobiletech Frame and Mobiletech Publish can handle the management and provide the flexibility needed to create the mobile experience you want.

This model provides all features of Mobiletech's offerings as the full platform is installed.



Technology

The Mobiletech offering is built on scalable, enterprise grade technology. With Java as the development platform the software can run on a wide range of application servers and servlet

containers. Recommended setup is Apache web server, Tomcat, Java > 1.5 and MySQL.

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