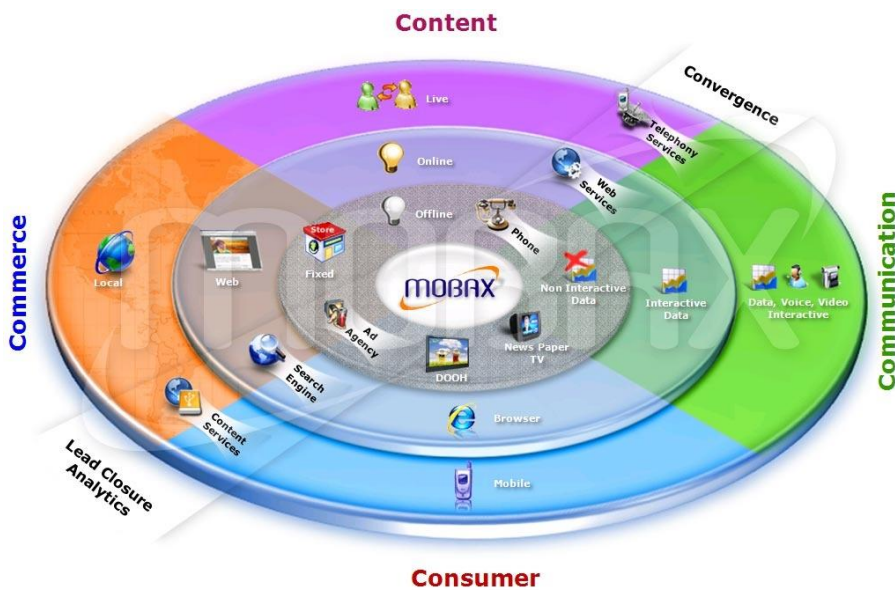


MOBAX R&D SERVICES

Our passion is making communications easier in a converged digital world, bridging channels both online and offline. We have been treading the path of digital communications from early evolution of Internet based technologies. From networking printers and multifunction devices to taking fax over Internet, M2M communications, our innovations were one of its kind at those junctures. With evolution of mobile communications, we could clearly see mobile centered user experiences linking various digital channels (web, email, social, voice, mobile – SMS, WAP, mobile apps, etc.) and media (print, digital, TV, radio, etc.) as the next big wave of evolution.

Today's technology eco system lets the consumers demand immediate and seamless access to information across numerous communication channels. It has become critical for businesses to ensure they deliver the same message across multiple platforms – PC, mobile, iTV/TV, etc. It is not only important to deliver the same message but allow for means to interact and connect back on the delivered message. We saw this need for connecting to the end consumers across a wide range of verticals. Also the wide cross section of mobile phone platforms with varying capabilities and the complexities of delivering the same information multiple consumer end points resulted in design of miChannels framework.



MICHANNELS

miChannels is a communications framework for businesses and service providers to connect with their end customers at their points of presence. It allows for information exchange and interaction (voice, data and video) to be initiated and answered on multiple devices over multiple networks and device types.

miChannels framework is based on SOA and exposes a set of pluggable interfaces allowing for easy integration into existing business IT infrastructures. These are accessible through SOAP, REST, POX, RSS and XML feeds.

miChannels feature set blends social communications, publishing, convenience & commerce, measurement and analytics for a rich interactive experience. Social communications include contextual call alerts, voice message, call me notes, rating, polls and surveys, bookmarks, broadcast to social cloud (facebook, twitter), etc. Publishing interfaces allow for communicating information (including rich media

admetry is the first software technology to move rich ad messages from any media channel to customer's mobile phones where the ads can remain to influence consumer behavior beyond the point of delivery. Admetry makes advertising intelligent. Put simply, ad messages need to move – move customer emotion to action and move rich content across multiple media channels.

Advertisers can add rich call-to-actions (CTAs) to their ads in both digital and traditional channels using Admetry. The consumer engages with these CTAs using their mobile device. Admetry fulfills CTAs when invoked, providing a neutral clearinghouse for multichannel ads. Admetry tracks engagement across all channels. For the first time, advertisers can accurately measure an ad's true reach and effectiveness, enabling them to determine the most effective media mix for future ad campaigns, saving time, money and effort.

miSignageLink

In out-of-home settings, miSignageLink solution creates the ideal convergence of mobile and visual communications, connecting the ubiquitous mobile device with messages on digital signs to close the loop between the consumers and advertisers.

With its advanced metrics, miSignageLink delivers in-depth metrics on users interactions, CTAs, audience measurement along with accurate proof of play. It even enables advertisers to track campaign effectiveness across channels, including the viral reach of ads shared across social networks.

miSignageLink enables fast deployment with its Auto-Configuration Server technology, and simplifies operations with intuitive web-based consoles for efficient content scheduling, dynamic playlist changes, and device monitoring.

content) about products/services, advertisements, promotions/offers and coupons. Navigation of item directories (through classifiers, tags, popularity), item search, reservations, buy, pay etc. are covered by convenience and commerce features. Unique tracking and measurement features capture user interactions with the system and provide the critical feedback on cross channel performance of content in addition to that in individual channels. Channels covered include

- Web 2.0 Consoles
- Desktop Clients, Widgets
- Custom Clients for Digital Displays, Gaming Consoles
- Mobile Clients – iPhone, Android, Java ME, Windows Mobile, BREW, WAP, SMS

Visit us online for more details on [miChannels](#)

MICHANNELS LED SERVICES

Businesses are forced to adapt to consumers channel preferences and with online and mobile expanding fast, you cannot afford to allow various media channels to remain isolated silos. To address these needs, we have built solutions for various verticals using miChannels framework:

- miBusinessLink for retail
- miHealthCare for health care
- miSignageLink for advertising
- and Admetry for advertising and retail

Similarly, miChannels can be leveraged for multichannel communications in other verticals with needs for proactive and intensive consumer interactions.

miChannels framework is also uniquely positioned to accelerate the growth of many new categories of software. By providing technology building blocks we make it possible for startups to innovate on our intellectual property (IP), enabling new ideas and innovation to the industry at an enhanced pace.

Rethink and build your cross-channel communications solution with our help. Use our expertise to achieve your target of seamless communications across multiple channels. We steer you through the host of obstacles that you face when trying to turn multi-channel challenges into success. Proven miChannels framework and our experience of delivering to various consumer end points will shorten time to market with significant cost savings.

We will help you cut product costs to sell in worldwide markets with our India based R&D services. We do value addition to your business not only with our domain IP, but also our product development practices supporting you all the way through the product life cycle.

Mobax Networks is a privately held technology company providing solutions for the Fixed Mobile Internet Convergence. More information about Mobax and its solutions for the digital communications convergence can be found at www.mobax.com

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Healthcare is a communication intensive business and has a huge bearing on health care consumer satisfaction. There is a perception these days that the personal bond between the care givers and the patients has disappeared and health care has become impersonal, expensive and business-like. Care givers can transform their bedside manners into the modern day equivalent to stay in constant touch on their mobile phones or on their computers to bring the old times back.

miHealthCare built on miChannels framework makes this possible. It connects health care givers with the health care consumers beyond direct care. Continuous communication between care givers and health care consumers will produce better results in chronic care, preventive care and acute care helping everyone involved to manage their roles better eventually lowering the costs.



Today's consumers are well-informed, and the market place is crowded and highly competitive. For businesses to ensure consumer satisfaction and continued support it is essential to have close communication and interaction with their consumers. miBusinessLink is a retail solution for connecting businesses with their end customers. It facilitates businesses to better engage with their customers at their point of presence such as mobile phones, desktops, Internet enabled devices, interactive TV, billboards, etc.

miBusinessLink empowers the customer to take action on business information, provides for business - consumer interaction, enables consumers to engage among themselves and with the business. It provides metrics and analysis of consumer behavior and performance of promotions, advertisements and incentives.