

Location-Enabled Mobile Search

For wireless carriers to provide mobile subscribers with the nearest location of their favorite brand or service, TeleCommunication Systems, Inc. (TCS) offers Xypages™ which automatically determines the users location and provides local search access to more than 9 million points of interest (POI).

Today's search engines require users to know the specific Zip code or location of their geographic position, but Xypages automatically determines the mobile subscriber's location using a simple phone call. Xypages retrieves the address of the nearest desired brand or service and sends it directly to the mobile phone or device via Short Message Service (SMS). TCS' Xypages does not require a downloadable client application and can be used by virtually all U.S. cell phone subscribers.

Xypages Service

TCS' Xypages service enables carriers to operate branded location-based marketing and promotional campaigns to mobile subscribers. **Using a simple phone call, subscribers can find the nearest POI, such as ATMs, coffee shops, hotels, restaurants, etc.** Xypages' powerful core technology contains a robust feature set that creates a variety of revenue-generating location services.

Service Features and Benefits

Location Based Promotions – Launches promotional campaigns to find the nearest location of brand partner establishments.

Simple Phone Number Access – Enables carriers to offer co-branding and promotions to mobile users that opt-in to the service via a simple phone call. This approach provides a means for the carrier and the branding partner to unobtrusively sell advertising directly to the consumer.

All-in-One Location Service – Opens up location based service (LBS) to all cell phone subscribers. Leverages the same proven technology used for Enhanced 9-1-1 public safety.

SMS Message Content Delivery – Increases SMS traffic and can be used by service providers to expand the addressable market for current LBS applications to all subscribers. Also uses intelligent message segmentation to indicate one of any number of messages.

Localized Mobile Search Access to POI Data – Provides mobile subscribers access to more than 9 million POI entries including ATMs, restaurants, towing services, and more.

Rewards Programs – Enables the carrier to provide direct advertising to the mobile subscriber using the remaining messaging payload. Additionally, Xypages also can be extended into a loyalty rewards program featuring taglines that can contain coupons or rewards.

Hosted and Managed Services – Provides rapid service activation and flexibility to support timely ads or promotions. Minimizes upfront carrier investment. Reduces technical and operational risk and cost.

New Revenue Sources

In addition to mobile local searches, Xypages also offers co-branding and promotions to mobile users that opt-in to the service via simple phone call. This approach allows the carrier to team with a branding partner to unobtrusively sell advertising directly to the mobile consumer. Furthermore, this model can be extended into a loyalty rewards program where the SMS message contains a coupon or reward redeemable on their next visit.

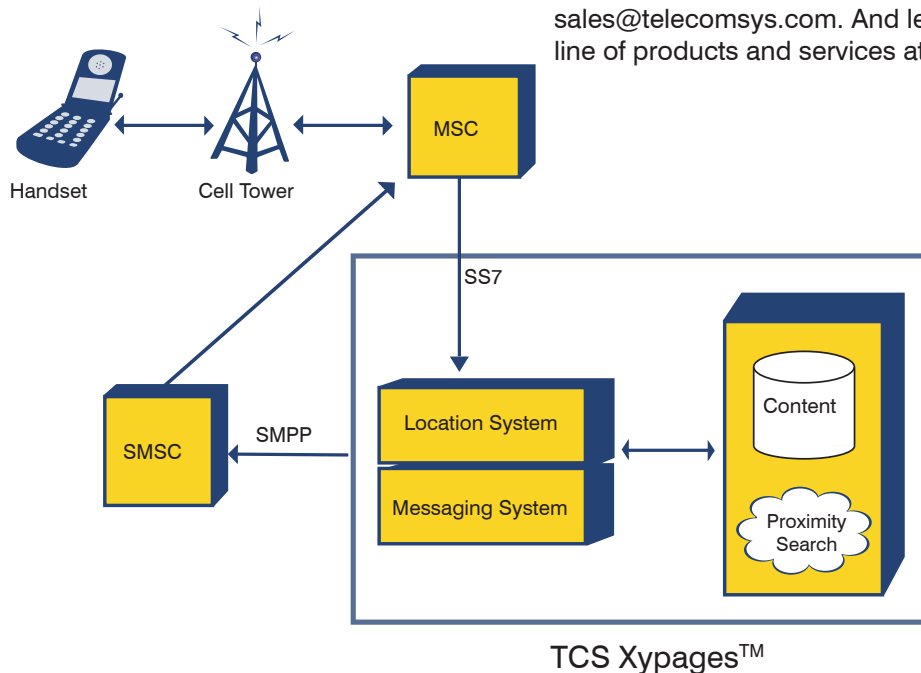


Location-Enable Existing Revenue Generating Applications

Xypages enhances existing popular services such as Directory Assistance (DA) or POI searches by adding a location component. Xypages works at the front end to your DA platform and passes the subscriber's location to the DA operators before conducting the call, eliminating the need for operators to ask, "What city and state?" Also, unlike existing POI search applications that require the user to enter their city or Zip code, Xypages knows the user's location. These enhanced services lead to greater carrier revenue by increasing SMS and DA traffic. Additionally, existing POI search applications provide the application vendor with significant advertising revenue. Xypages helps place advertising revenue into the carriers' hands through proven business models like sponsored links.

Quick Return on Investment

Xypages is a hosted application that minimizes the carrier start-up costs. Also, time to market is quick. TCS provides dedicated project management resources to help the carrier efficiently manage the deployment.



Xypages User Experience

- Mobile subscriber dials a phone number associated with a marketing promotion or desired POI category.
- Xypages automatically determines the subscriber's location and retrieves the requested information.
- Xypages delivers the requested information to the handset via a storable SMS message.
- The mobile subscriber can call the establishment or receive a street map image (note: MMS service and capable device required).

Your Established Partner

TCS is a leading provider of software and solutions to wireless telecommunication carriers worldwide and to government customers requiring high reliability and security. TCS pioneered the world's first wireless location platform in 1996 and is now a leader in providing enhanced emergency (E9-1-1) wireless connections in the United States.

Get Started Now

For more information, call 1.800.307.9489 or e-mail sales@telecomsys.com. And learn about TCS' complete line of products and services at www.telecomsys.com.



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