

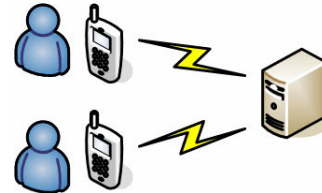
Abiro Mobilizer



Business Concept

Abiro Mobilizer provides mobile-enabling (or mobilization) of enterprise and Internet services for access from mass market mobile phones.

Mobilizer is developed on the common vision of Anders Borg and Ulf Richeberg that the proliferation of mobile phones opens up a need and advantage of accessing services via mobile phones.



We exploit the functionality and global proliferation of mobile phones to ensure simple, multi medial and attractive communication and presentation of data and information in a fast and confidential manner. Being always on, always with you etc, makes mobile phones obvious for improving speed, effectivity and accuracy.

The Enterprise Service Scenario, or "Mobilize Your Workforce"

Significant values can be realized in corporations by ensuring that real-time, up-to-date and accurate information is made available for corporate decisions (up-stream) at the same time as management decisions are rapidly and attractively transmitted to concerned individuals in the organization for fast understanding and rapid implementation (down-stream). Complementing with access via mobile phones can significantly improve that communication, e.g. by simplifying the handling of work orders and status reporting for roaming workers. Also, having online access to customer data etc via mobile phones while travelling, makes it much more obvious and easy to access that information whenever needed.

More information:

- Introduction to Abiro Mobilizer - Enterprise Services
- Product Concept - Time Reporting Service
- Product Concept - Work Assignment Service

The Internet Service Scenario

As a way to reach a much broader user base as well as to provide increased functionality, it's essential to offer users access to services from their mobile phones. E.g. blogging and social network services can gain a lot from utilizing the capabilities a mobile phone has for taking photos, recording video and audio clips, providing the user's location, send and receive instant messages, view/play multimedia etc. As users

always bring their phones, it's also very easy for them to submit information at the spur of the moment and get contacted whenever and wherever.

More information:

- Introduction to Abiro Mobilizer - Internet Services

Technology Concept

There are several different ways to enable mobile access to a service, via native means (SMS, MMS, WAP etc) and applications (Java, Symbian OS etc).



Mobilizer is focusing on Java (MIDP) as it has a number of benefits, among others:

- available in almost all new phones (and in 1.5 billion phones worldwide, according to official figures from Sun Microsystems)
- enables access to local phone functionality (e.g. camera, local storage, messaging, positioning, audio in/out etc)
- provides means to handle the user interaction locally before exchanging information
- can present information in an attractive way (including graphically)
- tolerant to network outages

During the analysis of the best solution to use in any specific customer case Abiro Mobilizer is open to also consider other methods for communication, provided a good user experience can be achieved.

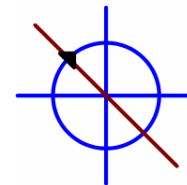
We use the mobile network as-is, so all communication is directly between the users and the services, without any need for operator or phone manufacturer cooperation. We also use the mobile network to distribute the mobile applications, so that when a new version of the mobile application is available, it can simply be distributed to all users.

Abiro Mobilizer also takes care of adapting the service for mobile communication, to secure that the mobile network is used in the most efficient way possible (for cost and performance reasons), and also to secure that the heavy lifting is done centrally, while the user experience is achieved in the phone.

Business Model

Abiro Mobilizer defines, develops, customizes and maintains fully tested mobile applications and service adaptations in close cooperation with customers.

Each solution is sold as a 12 month complete and supported service. Once the 12 month period is ended the service is either terminated or upgraded to the next generation solution. Thus providing both parties with a healthy flexibility in the way of doing business as well as ensuring continuously fresh and updated functionality and performance of the services rendered. The fee for the service is based on number of users and complexity of solution. Day-to-day second line support and fixing of application issues are handled within the service contract.



Contact Information

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