

Escenic Mobile Solution

Fast and safe mobile Internet publishing

“A new generation of media consumers has risen, demanding content when they want it, how they want it, and very much as they want it.”

Rupert Murdoch

Publishers in the mobile environment are facing some tough challenges in introducing media into the mobile channel. The bewildering array of new devices, each with their specific capabilities of screen size, format capabilities and user interfaces make it bluntly impossible to deploy a one-size-fits-all content approach.

The sensible method is not to build elements that are specific to a device, but instead create a template based environment that contains policy information indicating how content should be displayed on any device—not just on any one specific device. It is a logical architecture which provides both scalability and flexibility.

The Escenic Mobile Solution achieves this by using the Dextella Frame Module. This is a device database, providing a device filter and template configuration which makes content and layout ‘device-aware’. The Dextella Frame Module will optimize and format pages to support the full capabilities of each individual device. The end result is that mobile end users receive the richest, most compelling user experience possible for their device.

Dextella frame is also designed to provide a set of easy accessible tools for SMS, MMS, WAP-push, etc. This enables the publisher to focus on producing the best possible content without being limited by restrictions in the mobile channel.

Main functions in Dextella frame are:

- Support for all types of mobile digital content
- Automatic multimedia converter (images, video, audio)
- Multiple dimension adaptation
 - Device
 - Operator
 - Market
- Multilingual and language selection
- Advanced functions for increased usability
- Advanced content filtering mechanisms
- Close integration towards dialogue services
- Possibility for location-based content with integrated map generator



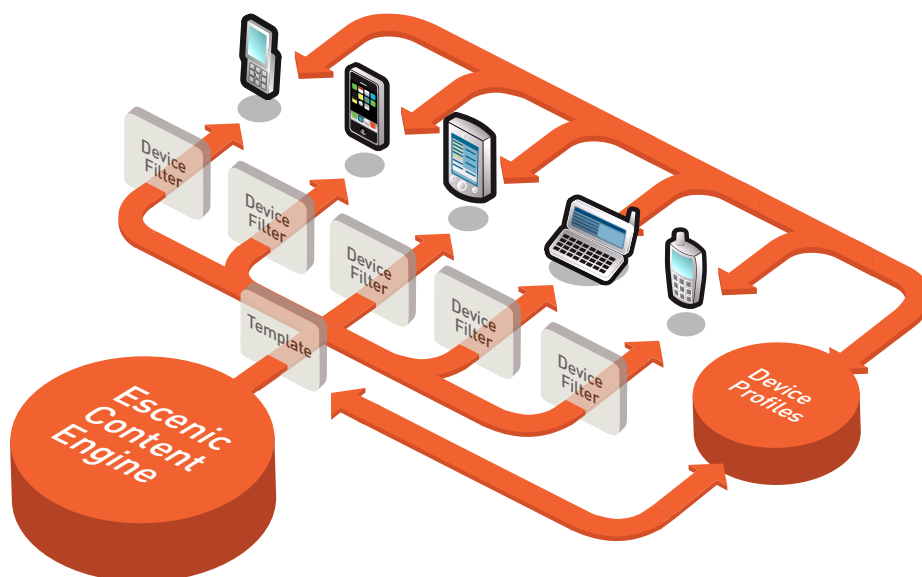
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- Extended RSS syndication
- Direct WAP billing integration through dextella billing
- Flexible template system for optimised presentation

Other Dextella products:

Together with the rest of the dextella mobile family, Dextella frame completes the mobile value chain for efficient customer communication. All Dextella products emphasize that freedom of use and configuration is given to the customer and with emphasis on future-and standards



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