

## SMS PRODUCTS

### SMS CAMPAIGN MESSENGER PROFESSIONAL WITH VOIP CAPABILITY

Campaign Messenger Pro (CM Pro) is the new evolution of the successful Campaign Messenger product. CM Pro is able to not only send multiple personalized SMS but receive SMS messages from the recipients of outbound SMS Marketing campaigns thus providing the user of CM Pro with the ability to track the success of a particular marketing campaign.

CM Pro 8 can also broadcast Text to Speech and SMS WAP Push URL links to send cost effective Multimedia files via URL links to cell phones. This enables user to send Pictures, Videos and Audio files, permitting marketers to send barcodes, coupons, vouchers, etc. to cell phone subscribers.

Power users and serious marketers that require the capabilities of a dedicated number for campaigns should opt for the Standard or Premium plans which provide a virtual dedicated cell phone number (Australian number range) that can be advertised in order to conduct inbound SMS campaigns with the ability to receive high volumes of SMS from almost cell phone subscriber in the world through a reliable, carrier-grade, SMSC gateway with tested capability of up to 1200 SMS per minute.

#### *VoIP Capabilities*

CM Pro is also able to send SMS SecureTrans messages which incorporates Bond Wireless' patent pending SMS Authenticate and Verify (SAV) technology that ensures proof of receipt, enabling only intended recipients to read the message.

CM Pro can send SMS to over 500 networks in over 150 countries.

CM Pro 8 has VoIP capability enabling users to:

- Make PC to Phone calls
- Make Phone to Phone Calls to their contact list
- Make free PC to PC calls
- Make free calls to other SIP users registered on the Bond Wireless SIP network

This product is Microsoft Vista Certified and has successfully completed testing for the following components of the Microsoft Platform Test for ISV Solutions at VeriTest: Windows Client, Web services + .NET Framework and Managed Code.

## SMS INFORMATION MESSENGER

SIM enables an enterprise to provide superior mobile marketing opportunity and low cost customer acquisition by enhancing existing promotional campaigns.

The enterprise creates a unique code or keyword for a particular product and incorporates that into its catalog and other promotional items. When a potential interested customer comes across the product, he/she can SMS the code/keyword to a supplied dedicated virtual mobile phone number.

The information of the product is immediately sent to the interested customer, while the enterprise is notified that an interest has been registered for the product together with the person's mobile phone number.

## SMS LOYALTY WEB PORTAL WITH GREETINGS.2FONE.COM

The SMS Loyalty Web Service is a purpose built web service that provides large retail, FMCG and consumer service organizations with the ability to offer SMS as a reward for long-term of high value loyalty.

The Web Service is offered as a pre-built product that can be skinned to match the clients branding and plugs into the clients existing web-site.

Target markets: Loyalty-based programs with travel industry, retail industry, etc.

## GREETINGS.2FONE

Greetings 2fone is an SMS consumer portal that allows customers to input their contact list and to send either a range of pre-defined greetings or freeform messages. Customers are able to signup using premium SMS, or purchasing a prepaid card from our partners and participating supermarkets and convenience stores. Soon we will be adding extra features, like MMS and the ability to connect a long distance phone call and direct it to your mobile.

## SMS SECURETRANS, INCORPORATING SMS AUTHENTICATE AND VERIFY TECHNOLOGY (PAT.)

SecureTrans is a server-based module that provides the ability to send secure SMS. Messages are encrypted when sent to recipients and can only be retrieved with the correct password send from their cell phone (caller id is used). This ensures that only the targeted recipient can read the message and eliminates non-repudiation problems, as the sender will be notified of successful decryption. The application is carrier and phone independent, and does not require the need for modification to SIM cards.

In addition, encrypted messages may be sent inside multi-media messaging service (MMS) pictures, using steganography techniques. An image of a person can be used to verify an identity, while at the same time embedded content in the image can be used to transmit information.

### SMS REPLY – TWO WAY MESSAGING

SMS Reply is a solution that allows a person receiving an SMS message to respond to the sending application independent of their mobile carrier. When the message comes back to our gateway it can be routed by fax, email or http and be captured into a database, or come back into your system all in real time.

SMS Reply also allows the end user to initiate a message to the server, and to pull information back, eg. Requesting a stock quote, or entering a competition. We can also host dedicated mobile service numbers for you, on specific countries networks as required. A premium (reverse billed) SMS Reply solution is also available.

### EMERGENCY SERVICES SMS BROADCASTING

This service permits a mobile phone user to send one SMS that can then be broadcasted to many mobile phone users. Current users include the Emergency Services. Development plans include the porting of Campaign Messenger Professional software into the handsets as the smartphone market becomes more prevalent.

### EMAIL TO SMS

This product enables users to get an email address that looks like <mobile number>@bondwireless.com and any emails that are sent to that email address are routed to their mobile phone via SMS.

### SMS TO EMAIL

This product enables users to get an email for every SMS that is sent to their Cell Wireless account. This feature is good if you want to keep records of the SMS messaging as well as in countries where the mobile carriers have very limited international carrier level agreements with other carriers.

A combination of the SMS to Email and Email to SMS allows the user to utilise the wide area mobile coverage and the multiple carrier agreements that we have around the globe.

### SMS PRINT

SMS Print is a patent pending Windows™ based printer driver that permits SMS to be sent from any application that can print eliminating the difficulty or integrating SMS capability to existing software applications. This means that the user does not have to copy and paste information into a web browser (or manually enter into a phone) to reach a colleague/ client by SMS.

## SMS SOFTWARE DEVELOPMENT KIT FOR SYSTEM INTEGRATORS/DEVELOPERS

Our partner Bond Wireless SMS Gateway is an XML Web Service (SOAP). The major

features and benefits are:

- Single point of access to over 500 networks
- A minimum of 20 messages / second
- Communication over port 80: no firewall problems
- Message routing based on cheapest available gateway
- Personalization of messages
- Incoming (SMS Reply) capability
- Scheduling of messages
- Account administration console for handling of sub-accounts
- Easy integration for developers
- Connectivity from most languages including .Net, Java, VB, etc

## VOIP PRODUCTS

### REMOTE PHONE CALL CONNECTION SERVICES

Call connection between two numbers can be initiated remotely. The fundamental working of this service is that a call initiation request is sent by either of the means listed below and the server then calls the two numbers simultaneously and connects the call together. The call connection service can be initiated by the following means:

#### SMS Call-back Platform for VoIP Providers

- Utilizing Bond Wireless global 2-way SMS network, VoIP providers are able to target cell phone users.
- By sending an SMS to a regional cell phone number, a long distance call via the VoIP network provider can be utilized.
- Example: If you are roaming on an Australian carrier's SIM in UK and wish to make a call to the USA using the VoIP provider, all that is required is for you to text/SMS"
- C or Call +12131234567 to Bond Wireless UK SMS Reply number.
- You must of course be registered with Bond Wireless or the VoIP provider to use this service, saving you money on roaming charges. Bond Wireless is able to use the Greeting.2Fone prepaid SMS cards as payment for the service.

**SMS Loyalty Portal, <http://loyalty.bondwireless.com>**

#### Desktop Application- Campaign Messenger Professional 8

The initiated process has the following components to it:

- Calling number identification
- User authentication
- Balance query
- Calling number validity
- Calculating available time
- Bridging the two calls
- Call conferencing with PC if required
- Third party hearing or recording facility is also available

- Billing system also allows dynamic billing where by multiple calls can access the same prepaid account

### PERSONAL GATEWAY NUMBERS (PGN)

In order to access the remote call connection services globally we assign members with their unique Personal Gateway Number (PGN). This allows the member to register a phone number against it. In order to make a call the member has to call the PGN and the server disconnects the call immediately without answering this makes it a \$0 charge call. The server then calls the registered number with an open line on which the person can then dial the number that he wants to call. This call then accesses his Bond Wireless Prepaid account.

### CALL ME BUTTON

This feature can be used by advertiser's web sites or for customer care. This feature allows the user browsing the website or the internet to immediately be able to connect a call in between them and the company that puts the Call Me button on the site. It is a handy way to capture leads and convert it immediately into sales.

### SIP SERVER ENABLING FREE GLOBAL ACCESS TO ANOTHER REGISTERED SIP CLIENT OR PAID TERMINATION OVER PSTN CARRIERS

Every member is automatically allocated a SIP account for free. Their account settings can be used to plug in any SIP phone and it is interoperable with <http://www.freeworlddialup.com/> one of the biggest free SIP networks. This will also allow the users to bring the new Dual mode WiFi SIP phone and use it on this network. Our SIP network also allows the members who have prepaid time with us to be able to call to the regular PSTN network.

### WHOLESALE SUPPLY OF VOICE BOTH PSTN AND VOIP

Reselling PSTN termination services as well as VoIP services to approved resellers who want to take advantage of our cheap rates. Codec's for interconnection can be h323 protocol, with G729, GSM or G711 codec and also with SIP

### GLOBAL CALL FORWARDING – TERMINATING ON VOIP OR PSTN

Through alliances with different carriers around the globe we are able to obtain numbers both mobile and fixed lines and offer it to our members. They can then choose to have that terminate on to

- a desktop application
- a SIP phone (WiFi or fixed)

- another Mobile or fixed line number
- Voice mail (gets recorded and emailed to their nominated email for retrieval)

## GLOBAL NUMBERS ASSIGNED TO VOIP DEVICES

This is a service that will be launched in conjunction with the Dual Mode WiFi phones where the SIP account that the WiFi will be accessing will be assigned a mobile number that can not only make calls through the SIP and PSTN interconnection but also receive a call through it. The scope of the product will also be expanded to be able to send and receive SMS messages through our servers as well as have voice mail and missed call services. This enables us to act as a Virtual Mobile Operator anywhere in the world and giving members the option of having two numbers mapped to one phone.