

Company: Bond Wireless

Bond Wireless is an award winning industry certified software company that develop innovative communication applications and services to enable enterprises to communicate *easily, instantly* and *securely* using SMS (Text Messaging) and VoIP technology. Bond Wireless provides SMS coverage to over 150 countries and VoIP to over 220 countries and currently has business operations in Malaysia, Singapore, Kenya, UAE, USA, UK, Thailand and Australia. Bond Wireless is a Microsoft Gold Certified Partner, Sun Microsystems iForce Partner and an IBM Advanced Level Partner.

Intellectual Property

Bond Wireless patented SMS Authenticate and Verify (SAV) technology enables the non-repudiation of SMS recipients without expensive changes to handsets and networks. SAV application ranges from notifying patients of their medical results to enabling mobile commerce and mobile banking. Bond Wireless also holds patents for its unique SMS Print technology that makes sending an SMS from any windows based application as easy as using the Print button.

Partner/Franchise Opportunities

Bond Wireless is currently pursuing a dual International Partner/Franchise strategy to grow the distribution of its products and services. A Bond Wireless International Partner will have the rights to set up, manage and operate a Bond Wireless business similar to the parent company in an agreed region including the management of sales and marketing franchises in that region.. Opportunities exist for individuals or enterprises in key markets to obtain franchise rights for sales and marketing of Bond Wireless SMS/VoIP products and services. In addition Bond Wireless has developed relationship with key software developers and vendors to incorporate our core technology elements into their applications. Opportunities exist for software houses and developers to integrate and utilize Bond Wireless Core Technology for VoIP and SMS into their existing applications.

Key Products/Services:

Campaign Messenger Professional - SMS ANYWHERE, ANYTIME FAST

Campaign Messenger is a unique stand alone business application that allows your business to take advantage of two-way text messaging and VoIP as a useful and unique business tool. Campaign Messenger operates from either the desktop or in-house server to enhance the security of your customer data.

SMS SecureTrans™

SMS SecureTrans™ is a server-based technology that enables organizations to send secure SMS. SMS SecureTrans™ ensures that only the targeted recipient receives and can read the message and eliminates existing non-repudiation problems associated with SMS and m-commerce. The great thing about SMS SecureTrans™ is its ability to be adapted to a number of different usage situations where verification of user identity and the willingness to receive the message are critical.

SMS Loyalty Portal – Greetings.2fone.com

The SMS Loyalty Portal is a unique opportunities for organizations with strong brands to provide a branded SMS/VoIP messenger service to loyal customers as a reward for their patronage. The SMS Loyalty Portal allows your customers to input their contact list and to send either a range of pre-defined messages or to create personalized messages via *SMS* or *voice* using the organization branded prepaid cards that form part of the Bond Wireless SMS Loyalty Portal offering.

SMS Information Messenger (SIM)

The SMS Information Messenger Platform has been designed to enable Bond Wireless customers with a very specific content distribution need to use the cost effectiveness and ubiquity of SMS to distribute the content. SIM enables clients to either interact and extract content from existing corporate databases of content and information or manage a standalone content database that resides with the SIM application.

Website address: www.bondwireless.com

Email address: info@bondwireless.com

Telephone: +61 1300 369 695

Fax: +61 7 300 99990



ANYTIME, ANYWHERE, FAST!

Product Information Sheet

Bond Wireless provides a range of leading communications products that have been specifically designed and developed to suit a range of different business needs. The following information provides an overview of the key product components that may be adapted to suit the various needs of a large organisation. The Bond Wireless product set all build up from our global text messaging and voice over IP gateways and our patented SMS AV, SMS Print and .Net Certified Campaign Messenger technologies. Evolving our products in this manner ensures each new application of the technology is based on a technically robust platform. Each of the Bond Wireless products allows businesses to access a global messaging network, covering over 150 countries and 500 mobile network operators and carriers

Communications Products

Bond Wireless provides a range of two-way SMS messaging and Voice communications applications that have been developed to flexibly meet the needs of all business types. These applications include:

Infrastructure Products - a range of unique technology solutions that enable large organisations to enhance their existing product and service offerings and create a range of innovative m-commerce options; **Application Specific Solutions** - a set of application specific services that provide companies with access to unique messaging capabilities.

Infrastructure Products

Bond Wireless Global Messaging Gateway connects your organisation to mobile phones in over 150 countries across 500 networks. The gateway supports Two-way SMS (text) messaging and incorporates a sophisticated accounting and billing application that supports the operation of hierarchical billing structures. The gateway uses a network of over 50 operators to provide optimized price and quality options for customers. The gateway supports the existing range of Bond Wireless Services and applications or can be accessed via an independent application or service operated by our clients and partners. Bond Wireless offers a range of connection options including HTTP Post, SMPP and VPN.

Bond Wireless Global VoIP Gateway enables your organisation to take advantage of the benefits of VOIP (Voice over IP) services driving significant cost reductions in calling costs. The Bond Wireless VoIP offering enables PC to PC and PC to Phone calling either directly from the Bond Wireless application suite or via integration into existing corporate applications. The VoIP gateway incorporates an innovative SMS (text) messaging call initiation capability which enables a VoIP call to be established by a mobile phone simply by texting the number of the party a person wishes to call.

Text 2 Voice is a unique service which enables a SMS (text) message to be converted to voice and delivered directly to the customer. The customer is then able to respond to prompts in the message via an IVR service to confirm receipt of the message or confirm an order request. The Text 2 Voice service can be easily integrated into any application requiring interaction with clients in a real-time manner.



BondWireless
Wireless Application Service Provider

Bond Wireless Brief on SMS Banking Applications

SMS is a proven and widely used platform which can be employed by the banking community to enhance customer service and satisfaction. This can now be done via a range of SMS Banking Applications using the account holders' mobile phone as the delivery device. Customers benefit from peace of mind from enhanced account management.

Examples:

Account Level Alerts

Account holder notified when an account meets a certain level. This enhances credit and risk management for customers.

Withdrawal/Deposit Alerts

Account holder elects to be alerted when a withdrawal/deposit is performed on the account.

Purchase Alerts

When a payment has gone through on an account, the account holder is sent an SMS notification of the transaction. This can be set for amounts over a certain amount, or for any purchase if required.

Payment reminder

When a payment falls overdue for a credit account, an SMS is automatically sent to the account holder's mobile phone reminding them the payment has fallen overdue and the amount of the payment.

Features:

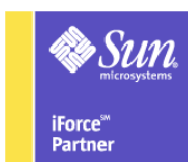
- Secure: All information is held within the banks existing infrastructure, not hosted by a third party.
- A log of each alert sent is created for audit trails/ compliance and legal requirements.
- Alerts can be sent to any mobile phone globally.

Communication to our gateway is done over HTTP or HTTPS using XML, from just about any programming language and our solutions use XML based SOAP technology to integrate with the banks information systems.

This is to make the deployment of the solution low fuss and easy to integrate within the banks existing systems.

Verification by VoIP

SecureTrans solutions can be extended by VoIP and Interactive Voice Response (IVR) services. A customer can be called via VoIP to confirm a transaction, and would be requested to verify himself/herself by keying in her mobile password or PIN in his/her mobile handset. This technology augments the SecureTrans SMS service as it can be faster, more direct and easier for customer to respond. However, unlike SecureTrans, it does not have journaling capability and thus the audit trail via VoIP may not be as easy to track.



SMS SecureTrans™ is a server-based technology that enables organizations to send secure, verifiable and authenticated SMS (text) messages. SMS SecureTrans™ ensures that only the targeted recipient receives and is able to read the message and eliminates existing non-repudiation problems associated with SMS. The application manages the process and advises the sender that successful verification and decryption has taken place. The application is carrier and phone independent, and can be implemented to existing mobile customers without the need for modification to SIM cards or devices.

Key Benefits for Operators:

- ▶ Ensure only the intended recipient can read message
- ▶ Permit sensitive information to be sent via SMS
- ▶ Enable mobile/e-commerce in a more secure fashion
- ▶ Solve problems of non-repudiation by providing proof of receipt to sender
- ▶ No need to change or alter SIM cards.
- ▶ Verify that sensitive information sent can only be accessed by the correct recipient
- ▶ No sensitive information is stored on third party servers (can be customized as an SMS premium service)
- ▶ Send encrypted messages inside multi-media messaging service (MMS) pictures using steganography techniques



Verification Module

Enables senders of SMS to verify the correct user is in control of the receiving device. The verification module uses Caller ID and a shared password as the validation criteria. The application enables a sender to manage the length of the acceptable response window. The verification process can be used to commence or complete a transaction, and can be initiated from the network or the mobile device.

Authentication Module

Using 128 bit encryption, sensitive data is sent encrypted with the request for verification. The message is only decrypted upon receipt of correct verification keys. When in use, no content of the outgoing SMS message is stored on the encryption server, the whole message is sent with the request for validation.

Other Messaging Functions

SMS to Web – The ability to process text messages directly into a web page or service SMS to email and Email to SMS – The ability to send and receive email messages as an SMS on a handset.

Application Specific Solutions

Campaign Messenger Professional ensures that SMS Marketing will no longer be a mystery, with Campaign Messenger Professional you are in total control of the entire campaign. The simple to use interface can be learned in minutes making it easy for anyone in the organisation to use. With Campaign Messenger Professional, advertising your unique SMS reply number gives you unbelievable campaign flexibility and another innovative way for your clients to contact you. Campaign Messenger is a unique stand alone business application that allows your business to take advantage of two-way text messaging as a useful and unique business tool. Campaign Messenger operates from either the desktop or in-house server to enhance the security of your customer data. Campaign Messenger has been awarded .Net Certification by Microsoft.



Campaign Messenger enables your businesses to:

- ▶ Access a no fuss approach to sending SMS messages from the PC in your office
- ▶ Enables customization of text messages for one or many customers in real time
- ▶ Simplifies the process of contacting staff and customers with important information
- ▶ Send bulk SMS messages with a single click of a button
- ▶ Personalize message content by adding recipient specific information to the message
- ▶ Schedule important content for future delivery
- ▶ Supports a range of language options (Chinese, Malaysian, English, Swahili, Arabic)
- ▶ Connects your organisation to Bond Wirelesses global messaging network

Application Add-ins

Two-way SMS (text messaging) capabilities into your copy of Campaign Messenger to allow your customers to communicate with your organisation via SMS SecureTrans™ allows businesses to be authenticate and verify senders and receivers without changes to devices or SIM cards VoIP enables your staff to initiate a voice call with the clients in the database using Bond Wirelesses cost effective VoIP network. Text 2 Voice allows your organisation to interact with customers who may not be able to receive an SMS message

Key benefits for customers

- ▶ Two-way communication with your customers anytime, anywhere
- ▶ A dedicated reply number that can be advertised
- ▶ Control of data security resides within your business
- ▶ Inbound or outbound marketing promotions take minutes to execute
- ▶ Most cost effective form of direct marketing
- ▶ Simple database management tools
- ▶ Personalization and scheduling of messages



SMS Information Messenger was designed to enable Bond Wireless customers with a very specific content distribution need to use the cost effectiveness and ubiquity of SMS to distribute the content. The SMS Information Messenger enables clients to either: (i) interact and extract content from existing corporate databases of content and information or (ii) manage a standalone content database that resides with the SMS Information Messenger application. The service can be integrated with either a standard or premium reply service. Bond Wireless is able to support the service across national markets as well as in multiple languages. The application is highly flexible and can be adapted to a wide variety of different usage environments. The SMS Information Messenger can be integrated with the infrastructure components to extend its flexibility. The following three examples highlight the flexibility and adaptability provided by the SMS Information Messenger Platform.

CASE STUDY 1 - REAL ESTATE SALES TOOL

Bond Wireless provides a tailored version of SMS Information Messenger to provide an interactive Real Estate application that assists real estate agents with the dissemination of frequently requested property information. The application integrates with the real estate agents existing property management process. The agents are able to instruct prospective clients to SMS a dedicated mobile number for the following types of enquiries:

- ▶ Dissemination of price information
- ▶ Dissemination of property history information
- ▶ Dissemination of the dates of significant events (e.g. open houses and auctions)
- ▶ Simplify the process of requesting to meet a sales person

CASE STUDY 2 - TRANSPORT ADVICE SYSTEM

Bond Wireless provided a tailored version of SMS Information Messenger to a large railway operator as a Transport Messenger application that assisted the operator with the dissemination of transit updates and critical passenger and staff information. The application integrates with the operators existing journey planning and operations centre processes and allows them to:

- ▶ Disseminate late arrival information
- ▶ Promote special offers to regular travelers
- ▶ Disseminate price information
- ▶ Disseminate alert information to station staff
- ▶ Disseminate the dates of significant events

CASE STUDY 3 - CREDIT MANAGEMENT SERVICE

Bond Wireless provided a tailored version of SMS Information Messenger to a large Asian bank in the form of a Credit Management application that assists the Credit Providers with the dissemination of information, reminders, updates and time critical information. The application integrates with the credit providers existing call centre processes and corporate customer databases. The service allows the bank to:

- ▶ Disseminate SMS reminders to overdue debtors
- ▶ Promote special offers to regular clients
- ▶ Integrate with inbound and outbound calling activities
- ▶ Disseminate rate information
- ▶ Disseminate the dates of significant events

SMS Loyalty Portal is a unique opportunity for organisations with strong brands to provide a branded SMS messenger service to loyal customers as a reward for their patronage. The SMS Loyalty Portal allows your customers to input their contact list and to send either a range of pre-defined messages or to create personalized messages. Customers are provided a fixed amount of loyalty credits based on their level of patronage. Bond Wireless customers can also sell additional credits to their customers as a new source of revenue. The site is branded as your brand and is accessed via your website, further enhancing the brand experience. The platform has the extra feature of being able to connect a long distance phone call and direct it to your mobile. Bond Wireless customers simply purchase the SMS Loyalty Portal server, brand the user interface and connect it into their web server. Bond Wireless manages the gateway connections and accounting system for the client. Below is an example of how this platform was implemented for the Greetings.2fone.com service:

