



Mobile Service Gems

August, 2005

Service Gems includes Nokia independent examples of existing innovative mobile services from all corners of the world. Data is collected by an independent research organization.

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NEXTEL Launches Push Email



- Nextel and Visto announced the launch of Mobile Email Enhanced, a push email service for all Nextel's Java-enabled mobiles with full synchronization and a PDA-like feel
- Service works with Microsoft Outlook, IBM Lotus Notes and most Internet email accounts such as Earthlink and Yahoo!
- 3 packages available:
 - Premier Data Service Plan (\$29.99/month)
 - Unlimited email/data/SMS/web browsing plus 120 MMSs
 - Enhanced Data Services Plan (\$19.99/month)
 - 2MB of email, 120 MMSs, unlimited SMS/browsing
 - Stand-alone service (\$14.99/month)
 - 2MB of data access



Source: www.nextel.com

Veinen Por Ellas From Telefonica Chile



- ‘Vienen Por Ellas’ [They Come For Them] is a Chilean alternative reality game offered by Telefonica in Chile
- Game mixes the real world with the game world
- Aliens plan to conquer Earth and capture all women to fill planet with hybrid creatures. Users become part of an anti-alien organisation - Plan-EVA - to save the human race by solving the quiz [answering questions, finding clues, etc]
- Users play via SMS, voice messages, websites, WAP, moblogs, MMS, ringtones, etc.
- So far, the game is a success, with more than 300,000 users (mainly between 12 and 30 years old) registered



Rand McNally Traffic Service



- Rand McNally Traffic is available as a monthly subscription service at \$3.99 per month in USA from Sprint PCS, Verizon, AT&T Wireless, ALLTEL, nTelos & Verizon Wireless
- Service provides 24/7 accurate timely information with traffic maps by region, city, road or neighbourhood showing:
 - Accidents, traffic congestion, average road speeds, toll back ups, road or lane closures and public transit delays
- Download Rand McNally Traffic to your mobile
- A free 1 day demo is available



Source: www.randmcnally.com

Indian Airlines Flight Times By SMS



- Indian Airlines launched an SMS service enabling users to check flight arrival & departure details of its flights in India
- The modus operandi is simple. If you wish to know the Arrival type A then the flight number, city of arrival and the first two letters of the day, in this order
 - Eg, if the information you are seeking is about a Mumbai-Bangalore flight IC 103, the text should be D IC0103 BOM WE
- The service is available round the clock

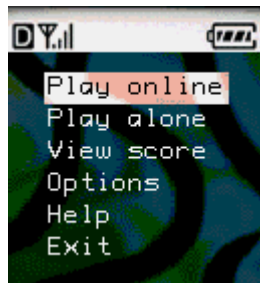


Source: <http://indian-airlines.nic.in>

Multiplayer Snake Across Americas



- Multiplayer Snake extends the single-player game with advanced real-time multiplayer interaction for BREW & J2ME handsets
- Features customisable avatars and in-game messaging
- Game produced by Entelepon, based in San Diego, USA
- Game available in English & Spanish across USA & Latin America from operators: BellSouth in Ecuador and Guatemala, Telefonica Moviles Peru, Midwest Wireless, Verizon, Alltel & nTelos
- Game available in Japan since April 2005



Mtone's Fantasy Basketball In China



- The NBA launched a mobile fantasy sports game in China - Fantasy NBA 05 Pick 'N Win - developed by Mtone & promoted by China Mobile
- Interactive tournament revolved around the 2005 NBA Playoffs in April 2005
- Game played using either SMS or WAP enabled mobiles
- Fans can win prizes: NBA basketballs, team jerseys, and basketball shoes by answering questions based on the NBA Playoffs
- Prizes sponsored by Reebok and Spalding
- Top prize of NBA gifts package and RMB 3,000 in cash



Source: <http://www.mtone.com>

KDDI's Free MoBlog Service In Japan



- KDDI launched a free mobile weblog system, dubbed Duoblog, for subscribers to its 3G WIN EZ Web Service
- Users access and update these mobile blogs directly from their handset or PC through the KDDI Duogate portal
- Duoblog sites will be fully customizable with backgrounds (skins), emoticons, images, and applications
- Overseas mobile sites like WinkSite and Hip-Top Nation already provide tools to create free moblogs or mobile editions of web logs that can be accessed worldwide from Web enabled cell phones, PDAs and PCs



旅行手記



我が家のペット



Pray As You Go For Mobiles In India



- Indian mobile operators have come up with a novel way to boost business - pray as you go
- For Rs50 [£0.63] users can download images and graphics of their favourite god. Their mobiles can then be used in a similar way as a games console - various keys perform actions such as garlanding the image, lighting an incense stick, and ringing sacred Hindu bells
- Mauj Telecom & Rediff Mobile were the first to launch the service. Mauj Telecom reported an encouraging 500 prayer packages were downloaded on the first day of the service



Rediff **Mobile**



Source: www.financialexpress-bd.com

Nokia Madagascar Promotion



- Nokia with Telemovil (Salvador), Comcel (Guatemala), OLA (Colombia), and C&W (Panama) present an end user promotion that offers with the purchase of a Nokia phone:
 - Two movie tickets to see the film Madagascar, lunch boxes and t-shirts
- All buyers can download ring tones and wallpaper from the website. Additionally, prepaid cards with Madagascar's characters were sold
- The phones used for the promotion were 1100, 2600, 6800, 3200, 3120 and 2651

Te invade con los personajes de la película

MADAGASCAR
Solo en Cines

Por la compra de cualquier Kit TIGO/Nokia, te llevas 2 entradas al cine y una camisa de la película **¡gratis!**

Busca dentro de cada Kit TIGO/Nokia, las instrucciones para bajar ringtones y wallpapers de la película.

¡Apresurate que se agotan!

Además te damos **\$50 de saldo ¡GRATIS!**

Nokia 2600 \$69 IVA

www.tigo.com.nv

Main Source: Nokia Internal

Live 8 Ticket Lottery



- More than two million text messages were sent by fans trying to win tickets for Bob Geldof's Live 8 concert in London
- The texts, which at one point were being sent at the rate of 600 a second, raised £3 million for charity and to pay the expenses of staging the event, which starred Madonna, REM, U2, Sir Paul McCartney and Coldplay
- O2, the mobile phone operator organising the text lottery, said the huge response - with people texting the same message over and over - came after Geldof went on television to urge viewers to bring an end to the "spectre of children dying on our TV screens"
- O2 and the other networks waived their usual premium text fees, but mobile users still had to pay standard text rates plus the £1.50 that Live 8 organisers charged for each entry



Main Source: www.telegraph.co.uk

3G VideoBlog in Italy



- Mobaila and 3 Italy has launched aVideoBlog for 3G mobile phones
- The VideoBlog – somewhere between a video diary and a personal magazine – is extremely easy to use, since users can access it with a simple Video Call
- By placing a Video Call to the short code number 4380, it is possible to reach an interactive menu
 - Users can navigate the menu using the phone, with the options of watching a particular VideoBlog or recording a new video message that will be available to everyone who accesses the service
- The service features bloggers such as “Elio e Le Storie Tese” –the most popular Italian group of the last 25 years and other VIPs



Main Source: www.3gnewsroom.com

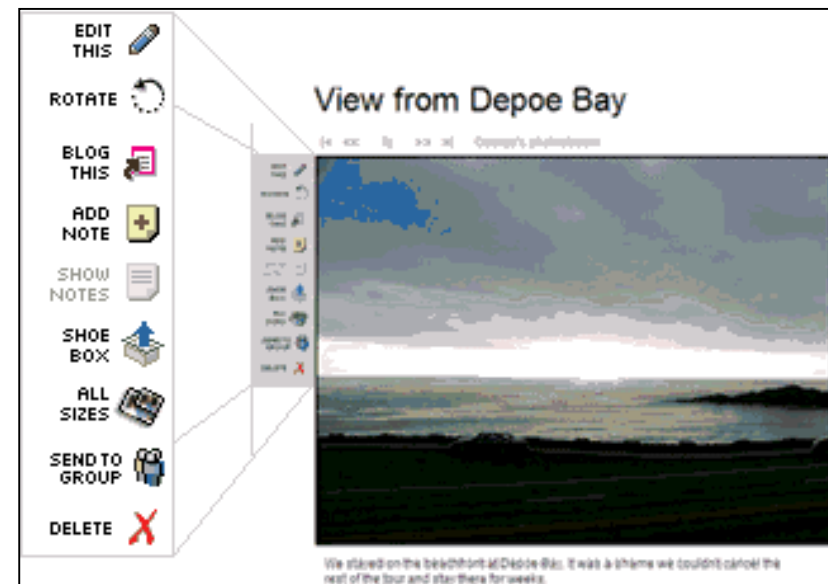
Flickr Photo Sharing



- Flickr is a way to get your photos to the people who matter to you. With Flickr you can:
- Upload photos by email or from your cameraphone
- Show off your photos to the world on your own page
- Blog the photos you take with a cameraphone
- Securely & privately show photos to friends around the world
- Flickr is a Yahoo! Company
- Service is free

flickr^{BETA}™

a YAHOO! company



Source: www.flickr.com/

In Cinema Content via Bluetooth



- 20th Century Fox, Vue Cinemas and WideRay Limited offer an in-theatre mobile phone promotion enabling customers to download movie trailers and wallpapers related to two of Fox's summer releases directly to their Bluetooth-enabled mobiles
- The promotion will run at eight U.K. Vue Cinemas and will feature "Fantastic Four," and "The Perfect Catch"
- The in-theatre content download displays, which will be located in the lobby areas of the cinemas, will alert consumers with Bluetooth-enabled mobile devices that they can download the upcoming trailers and wallpapers from the two movies
- Downloading content is extremely fast - it takes less than 30 seconds to download a full-length movie trailer - and by using the localised Bluetooth connection there is no extra fee



Main Source: www.esato.com

Content Loaded Memory Cards



- ROK has launched 12 content-loaded memory cards in the UK for play on the latest Nokia handsets
- The initial launch of 12 titles includes full-length movie, The Shawshank Redemption as well as such family favourites as Wallace & Gromit
- The technology allows for the placement of a complete 2 hour film onto a 64mb multimedia memory card (MMC)
- ROK plans to increase the number of cards on sale to a portfolio of over 50 titles by Christmas and forecasts the market for content-loaded memory cards will be worth more than £100 million within the next 3 years in the UK alone

ROK
PLAYER

Entertainment,
Whenever.....

.....Wherever

NO STREAMING OR DOWNLOADING NEEDED...ROK PLAYER CHIPS ARE DVD'S FOR THE MOBILE

GPRS Child Tracking Service



- KidsOK, a tracking service that lets parents locate their child using a mobile phone, has gone on sale in the UK
- mTrack Services claim that they can find the location of a phone within 60 seconds
- Concerned parents can 'ping' their child's mobile by sending a text message to 60777 including the child's name (e.g. texting "ping johnny" will instruct KidsOK to identify the position of the child's phone)
- Parents will then receive a text description and map of the location where their little Johnny's phone currently resides, accurate to within 500m in built up areas using GSM location-based technology
- The KidsOK pack, retailing for £39.95 will include the first year's subscription, three handsets enabled and the first ten pings

Main Source: digital-lifestyles.info

KIDS OK

NOKIA

WAP Operator Billing in US



- MobileMedia Partner today announced that WAP operator billing has been integrated with the first operator in the US, Cingular Wireless
- Cingular Wireless is the largest mobile network operator in the United States, serving 51.6 million customers
- Now all those users can pay by single-click "browse and buy" payment for games, pictures and other content promoted by mobile internet sites using the Mobile Media Platform



Main Source: www.phonecontent.com

IM Across All Mass Market Phones



- Digital Rum has announced an extended Mobile Service that will allow Symbian OS and J2ME enabled devices to access Microsoft Office Live Communications Server systems through a dR implemented client
- Two different clients are available, and these support the Nokia Series 60 (Symbian OS) phones and all phones which support Java MIDP 2.0
- The clients give users access to their secure IM system and presence sharing capabilities on the move, using mass market phones on mobile networks worldwide
- This enables users to stay in touch with colleagues, partners, and customers while in the field, to handle time-sensitive requests and to make decisions faster
- For ease of use, the clients are based on the Microsoft Office Communicator 2005 desktop experience, but modified to take into account the different phone screen size, layout and functionality

