



## Product Description

### ► Introduction

Technology and music are opposite in nature, in that - music is eternal while technology changes promptly. However, there lies an interesting opportunity in this opposition – the advent of technology is getting us closer to our fond nostalgic moments. Broader communication channels and digital technologies today allows music to be delivered to our mobile handsets, thereby giving a completely new dimension to the experience of listening to music.

World over, various reports show unlimited propositions, such as unlimited music phone services, to be very popular with consumers. In a recent survey, nearly 50% of European mobile phone users said they would switch to a new phone with an integrated unlimited music solution. Meanwhile, it has been an accepted trend that existing people distribute maximum number of information, whether it's the application itself or the features of using a particular offering hence making it completely viral in nature. Juniper Research predicts the success of unlimited music offerings will significantly grow digital music revenues globally, with subscription based unlimited digital music overtaking first generation Pay per Track services, to be worth \$3.3bn US by 2012.

Channel 99 is a music delivery platform that allows the user to download and listen to music from a mobile handset. It is a comprehensive system that is easy to use and provides full control to the user including free browsing and preview before downloading. While designing the system a lot of emphasis has been laid on an integrated customer experience.

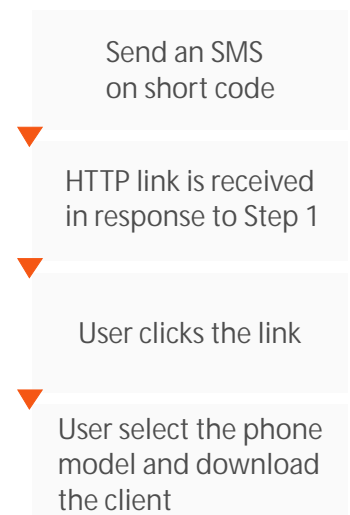
### ► How It Works

Channel 99 is very easy to use. All that needs to be done is to download the client software on your handset and you are ready to rock.

The user can request the client application to be put in the handset in many ways e.g. either an service request can be sent on a sms code and one can download it while clicking on the link that gets forwarded in the reply. Upon clicking it, it can seamlessly be downloaded into the handset. The same flow can be executed through a web page or other mediums of access like USSD. The application supports all the current popular phone models and is customized for the look and feel and the form factor of all .

Once you have the software application on your mobile, navigate through its easy menu options and have complete control on your music. Download from a gamut of choices - oldies, new releases, and special recommendations. You also get a preview of any song that you wish to download. Once you are ready, pay a small charge to download the song on your device and you are ready to be your own DJ. Play the song as many times, and as and when you desire. While a song is being downloaded, you may chose to download another one without waiting for the first download to be complete. The product is great in community build up as well as you can have all the options like share with a friend, recommend a playlist and gift a friend.

Channel 99 provides you all media control functions like stop, play, pause, rewind and forward. You can also create play lists to group songs.



## ► Product Features

Some of the salient points of the channel 99 offering are as follows:



### Unlimited Music

Once launched with an operator, channel 99 music world is either pre-licensed by all major labels and features a very wide-handset reach and seamless interoperability with other operator music offerings. It can be pre-installed on new devices, or delivered Over The Air (OTA).



### Multi-modal Session Management

The user interface sessions are all interactive so that user choices can be captured well within the system and service experience made all captivating.



### Subscription Model

The service can be offered on various pay-weekly, pay-monthly or any other cross bundled plan basis. The service can also be launched at per usage/download basis.



### Handset Readiness

The service is currently available for the Symbian 8,9,9i and J2ME editions.



### Easy Discovery

Channel 99 music world solves one of the most important issues of content discovery that challenges acceptability of every such offering. It's cross functional linkages with user access channels guide a user to find the application and prompt him or her to use it.



### Recommendation and Sharing

One of the best parts of the offerings is the ability to track the user inputs and dynamically create a recommendation list for the further usage. It also entails creating and building communities by allowing them to share and gift and use.

## ► System Configuration

Channel 99 can be configured in either simplex or redundancy mode. In redundancy mode, both 1+1 and N+ 1 modes are supported. This allows the system to be implemented in small-scale installations and large-scale installations with redundancy.

The system can run on the following hardware configuration, or equivalent

CarboServe

*Specifications:* Intel based Dual core servers 3.6 GHz CPU with 4 GB RAM, 144 GBx2 HDD onboard, dual High Speed SCSI adapters to external storage or equivalent servers like x3650

Web Servers

*Specifications:* IBM Blade Center Single Xeon 1.6GHz Blade with Single/Dual core with 2 GB RAM, 73 GBx2 HDD onboard or equivalent servers like x3550

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