



Product Description

► Introduction

Music has no boundaries as it has global appeal and is loved by all at all ages and time. Channel99MS is unique in presenting personalized music browsing and listening experience to the user.

Channel99MS is compatible to almost every handset based on Symbian and Java phones. It provides media control such as play, pause, forward, rewind, stop, next and previous options while listening to the music.

The platform provides music that appeals to all and is tuned to both local and global needs of the customer. While designing the system the emphasis has been laid on the entire integrated customer experience. Channel99MS simply would bring an extra-ordinary experience for the music lovers. .

► Music Store – Be Your Own DJ

Music Store is music on demand service. Users browse through the Music Store where songs are listed in various categories and can listen to the preview of any song.

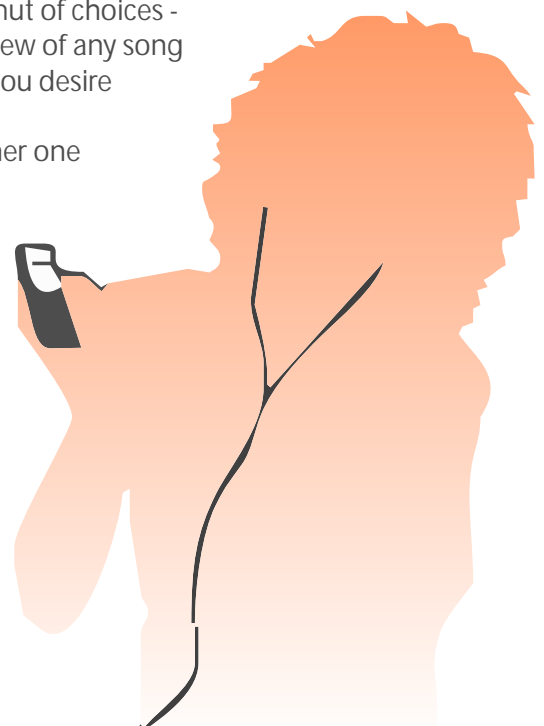
► How It Works

Channel 99MS 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 such as a service request can be sent on a SMS code and one can download it while clicking on the link that would be 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 the 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 .Play the song as many times, as and when you desire

While a song is being downloaded, you may choose to download another one without waiting for the first download to be completed. 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.

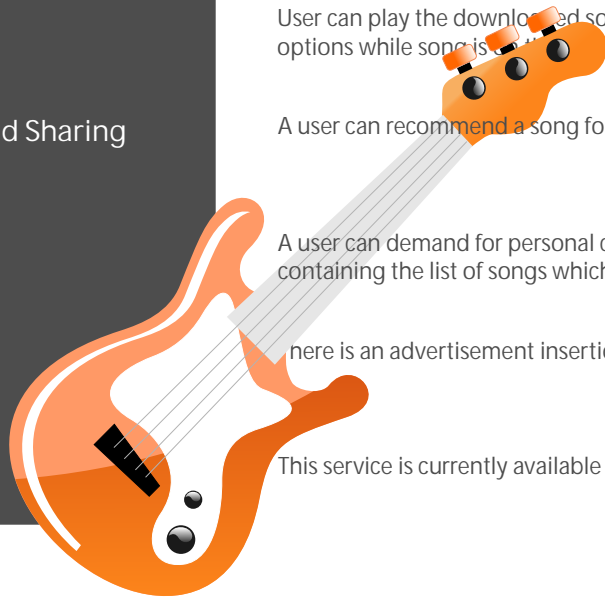
Channel 99MS provides you all media control functions like stop, play, pause, rewind and forward. You can also create play lists to group songs.



► Product Features

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

Offering	Channel 99MS is pre-licensed by all major labels. It features a very wide-handset reach and provides seamless interoperability with other operator's music offerings. It can be pre-installed on new devices, or delivered Over the Air (OTA).
Multi-modal Session Management	User can download the song demanded without freezing the UI of the and Easy
Powerful and Easy Search	User can explore a particular song of his choice by just entering a keyword.
Play Options	User can play the downloaded songs repeatedly. There are fast forward or rewind options while song is playing.
Recommendation and Sharing	A user can recommend a song for self or a friend.
Selection	A user can demand for personal choice and can get a personal song chart containing the list of songs which are selected.
Ad-Insertion	There is an advertisement insertion in Audio, Video and Picture format.
Handset Readiness	This service is currently available for the Symbian 8,9,9i and J2ME editions.



► System Configuration

Channel 99MS 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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