



Product Description

► Introduction

This service acts as a personalized assistant tagged with a user while travelling. The service provides end to end menu-driven user experience over USSD, WAP or SMS to the traveller.

The information and content delivery is based on the context of the traveller which is driven by factors like mode of journey, past usage history and location.

► How Does It Work

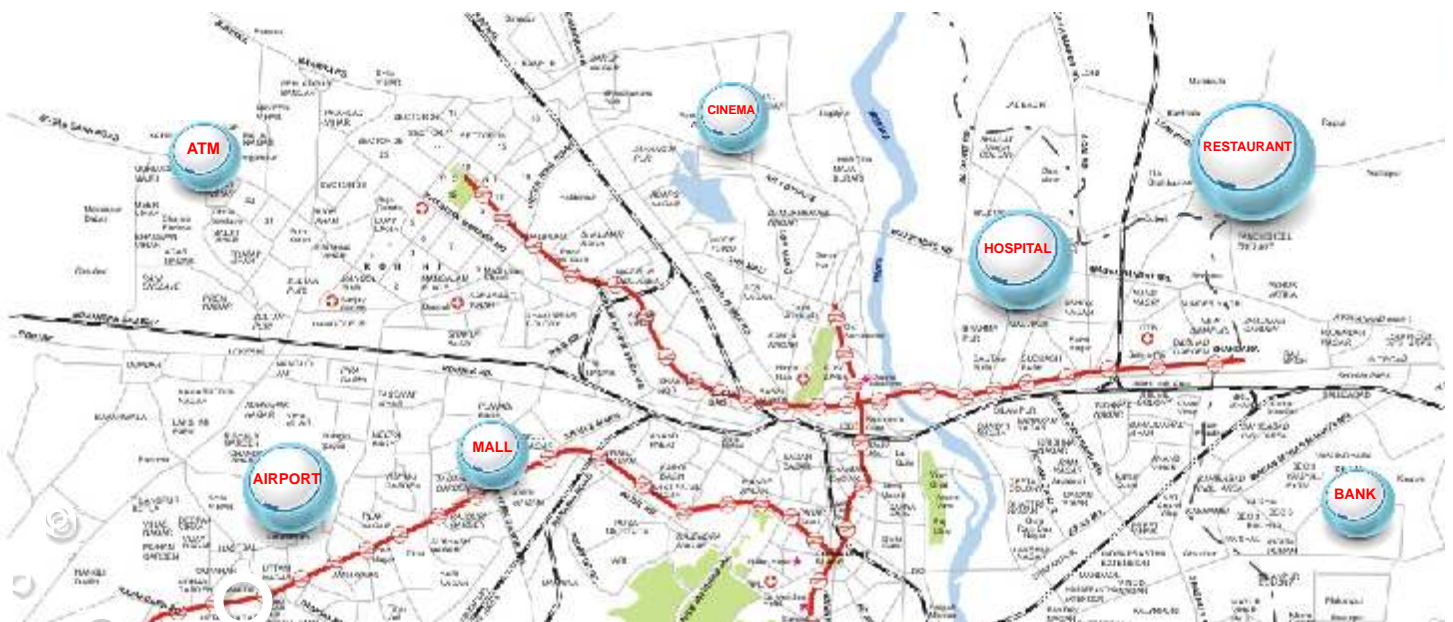
System would capture all in-roamers in one of the following ways

- Event from the welcome handler to the system each time a welcome message is sent.
- Direct tapping of the roaming links

► Criteria Of Service

Criteria to deliver the service flow would be based on the following points

- Context of the user
- Location/Place of arrival of the user
- Time of arrival
- Mode of travel
- Capability of the user (might be linked to the device at some point of time depending on the interface)
- Visit History
- Past usage behaviour of the user



► Service Flow

The unique proposition of the product is the ability to differentiate various type of in- roamers and present service flow accordingly. The needs of various in roamer would be different so the USP is to present menu tailored for his needs.

- InRoamers would be classified as International and Domestic inroamer based on the msidsns.
- The Domestic inroamer is further classified as per the modes of travel and point of arrival. Further classification is as follows

- Domestic Air Inroamer
- Domestic Rail Inroamer
- Domestic Inroamer

- Service logic would be driven by the state of an in-roamer
- History of his visits in the network

► Access Mediums

USSD

USSD is the most convenient way of pushing any menu to the customer without any charges. It is independent of the handset so it can reach all customers.

Interactive SMS

SMS is undoubtedly the most useful medium today, because of its ease of use and penetration

GPRS/WAP

Mobile networks provide Internet access through GPRS. Hence this proven medium should be backed with the effective delivery and presentation.

► System Configuration

Channel99TM 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

Mcarbon Tech Innovation Pvt. Ltd.
C-125, Sector 2, Noida - 201301
Uttar Pradesh, India

Tel: +91-120-4512800
Fax: +91-120-4512831

mCARBON

Copyright © 2007 Mcarbon Tech Innovation Pvt. Ltd.
All Mcarbon brand and product names are trademarks or registered trademarks of Mcarbon Tech Innovation Pvt. Ltd.
All other marks are the property of their respective owners