



Interactive Menu And SIM Applications

Presentation Overview





Our Mission

- **To demonstrate Silcom Technologies GSM SIM applications**
 - A suite of content management and marketing weapons
- **To seed new concepts**
- **To give vision**



Our Purpose

- **Empower the operator with new tools to:**
 - **Enhance the clients mobile telephony experience**
 - **Create stickiness to reduce churn**
 - **Generate Brand Loyalty**
 - **Increase revenue**



Our Technology

- **GSM Phase2+ SIM Card**
- **Innovative use of GSM11.14 SIM Toolkit**
- **Mobile Menu based application**
- **Operator control of user experience**
- **Value added services and marketing tools**
- **Security and Confidentiality**
- **SIM Manufacturer independent**





Our Solution

- **By locating our application in the foundations of the GSM technology - THE SIM CARD**
- **We enhance and control the user experience**
- **Present a familiar User Interface**
- **Independent of handset manufacturer** (subject to support of GSM11.14)
- **Operator controls user access to functionality** (adding, removing updating as required)
- **Transparent to end user**
- **Using Standard GSM functionality**
- **Services can be designed and launched after SIM deployment**





Conclusion

By deploying the SILCOM Solutions now, you secure your customer base for the future, reducing churn by providing unique services that create customer stickiness whilst enhancing revenue.

Without investment in new infrastructure or reliance on new network technology.

