

Content Management System

WiCoRe Content Management System (CMS) as a Mobile Service Delivery Platform that combines a Web/WAP platform can render the services like

- Content Management
- Content Publishing
- Promotions
- Telco's Management
- Administration
- Real Time MIS

WiCoRe CMS can deliver all type of mobile content such as:

- Wallpapers, Animations, Themes, Screensavers, Logos
- Ringtones (MP3, Polytones, Truetones)
- Games (jar, cod, cab)
- Video, Video Streaming
- News

WiCoRe CMS is easy to configure and scalable. It recognizes the connected devices and automatically renders the services and content to the capabilities of the handsets.



WiCoRe CMS integrates the following:

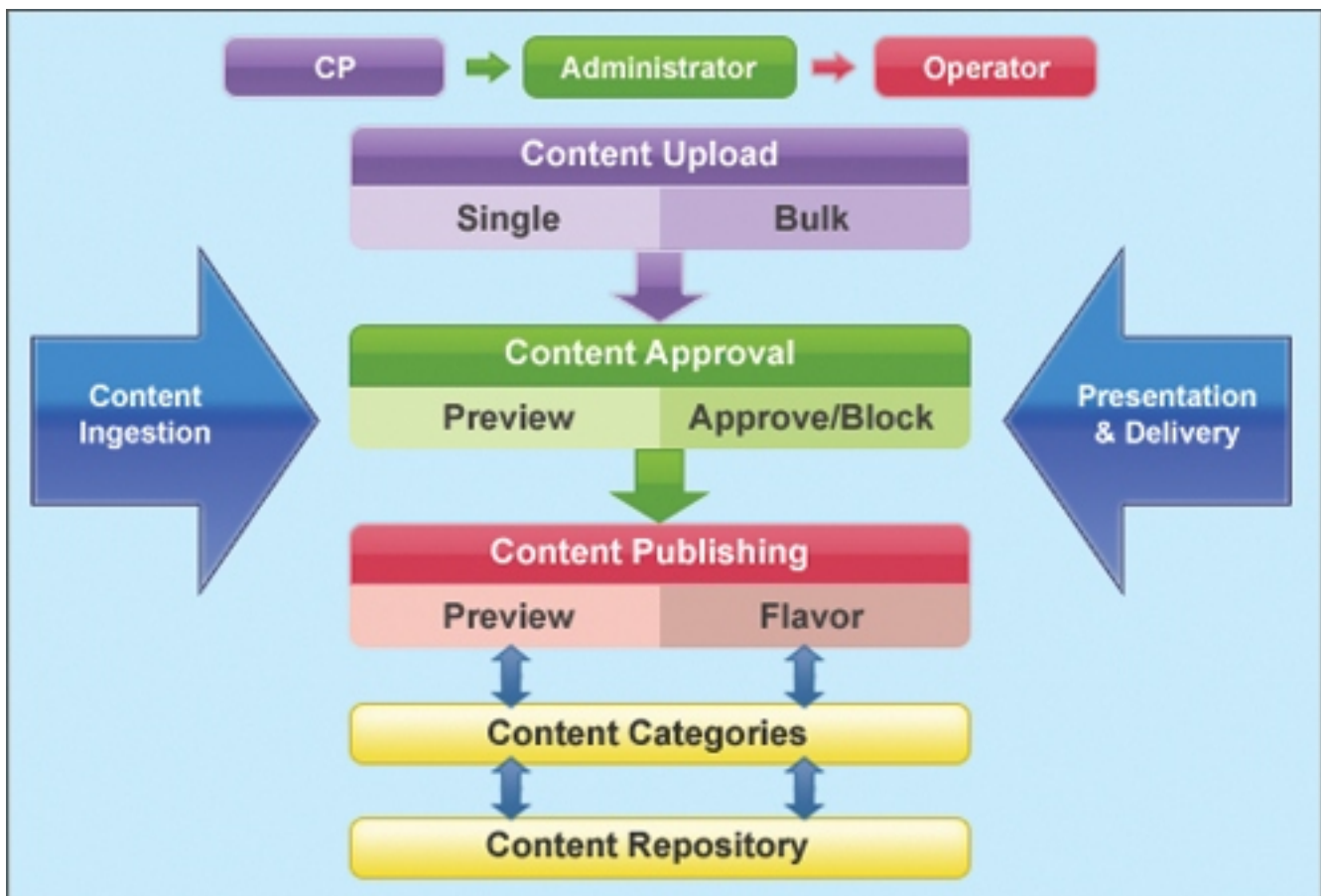
- Mobile operators
- Content providers
- Agencies/OEMs

WiCoRe CMS enables support for both pre-paid and post-paid subscribers, supports HTTP, SOAP and custom protocols for real time charging.

WiCoRe CMS has excellent real time/automated MIS that provides statistics like Revenue at a Glance, Content Download Analysis, Clicks Analysis etc.

WiCoRe CMS can deliver all type of mobile content such as:

- Content Engine
- Content Repository
- Content Search
- Content Exchange and Management
- Multi User Environment



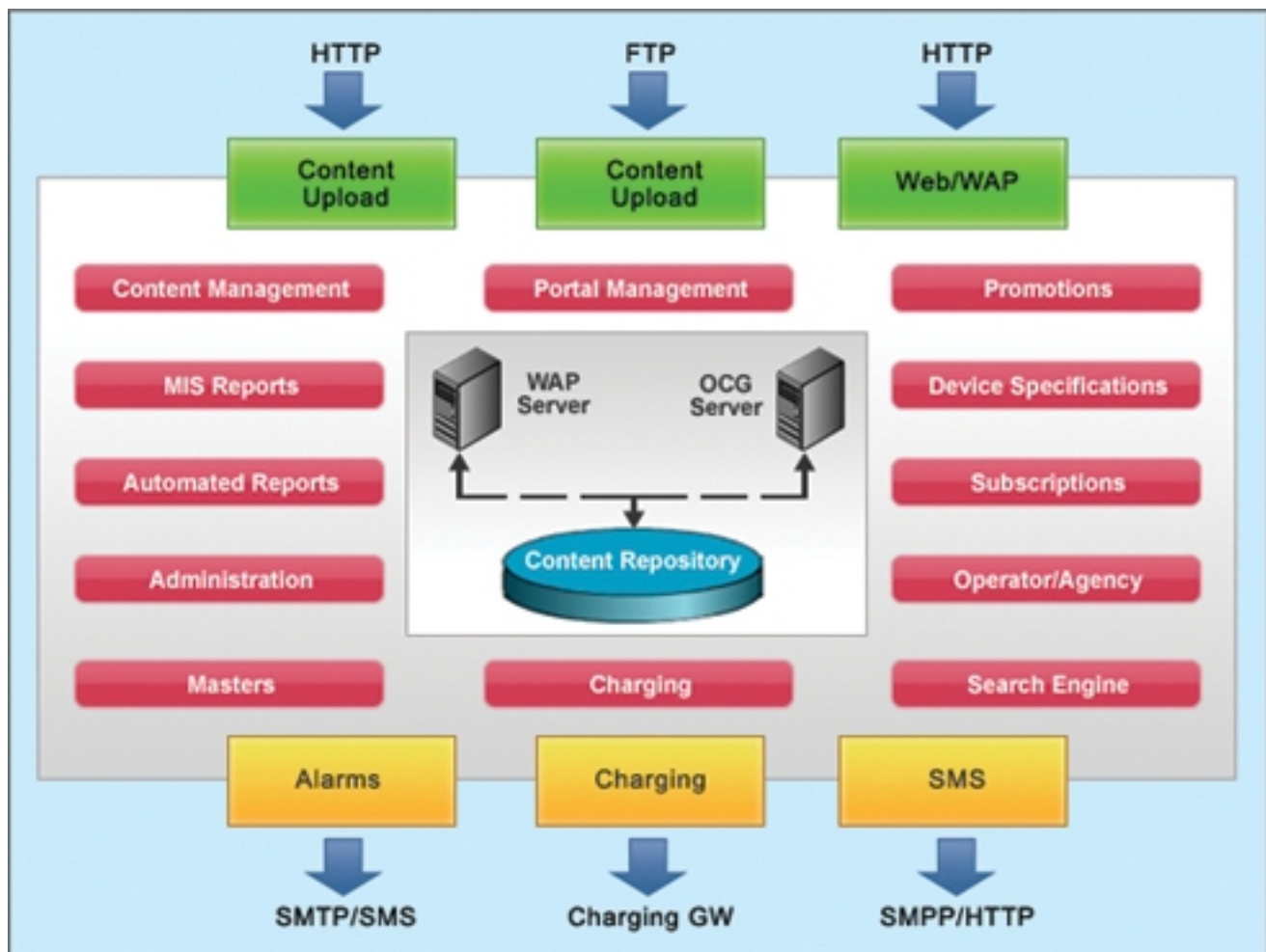
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WiCoRe CMS Components are

- Content Engine
- Content Repository
- Content Search
- Content Exchange and Management
- Multi User Environment

Overall Architecture



WiCoRe CMS Features

CMS Features

- **Global Solution** with multiple portals but a single backend
- Easy-to-Use GUI
- Tools to effectively monitor & Plan promotions
- User Groups & Access Permissions
- Empower CP's with access control, billing and tracking services
- Enhance Portals and Create microsites within minutes
- Audit Trails of CMS users
- Retail Storefront provision which is independent of Operators. Billing provided through generation of voucher codes
- Provision to add sub-CP's
- Supports multiple content formats including Blackberry and Windows Mobile
- Dynamic content pricing
- Dynamic content publishing

WAP

- Auto detection of devices
- Pages produced in WML and XHTML
- Automatic page rendering based on device profile
- Branded Store fronts
- One click buy
- Partial billing
- Customer Feedback support
- Content Search based on tags/keywords
- Subscription services
- Automated Scheduler for banners/content on individual portals
- Targeted promotions can be done on home page based on either pre-selection of content, Random, Content ordering etc
- Recommend to a friend
- Gift to a friend

WiCoRe CMS Portal Management

- Dynamic on-the-fly Portal Creation
- Dynamic on-the-fly Price Change
- Automated micro-site creation
- Micro-sites re-direction
- Template-based Portal design Interface
- Automated scheduler for Content and Banners
- Dynamic Image and Animation Resizing
- WML and XHTML support
- Automatic device detection and content rendering
- Theme based Look & Feel
- Dynamic Pricing
- Subscription services
- Customer branded Portals
- Automated Auto Response
- Gratification to customers based on Credit points for each purchase
- Supports content bundling like Pay x & Get unlimited, Buy x & Get y free, Happy Hours etc



Delivery Channels

- WAP
- WEB
- SMS
- Retail Store Fronts (Operator Agnostic)

About Us

Wireless Communication & Research

WiCoRe was founded with the primary emphasis on Research in Wireless & Communication Area. It has since created several unique and well received mobile products and is adept at rapidly designing and successfully operation innovative mobile services and solutions In the Mobile Eco-System, WiCoRe powers Infrastructure Providers, Access Providers, Platform Providers, and Application Providers and also offers its expertise as Consultants and Integrators.

Our Services

From strategy consulting right through to implementing mobile solutions for customers, WiCoRe straddles the entire mobile space. It has excellent domain competencies in verticals such as Education, Banking & Financial Services, Media, Religion, Warehouses, Pharmaceuticals, Telecom-Infrastructure.

WiCoRe has software that cab be used by various segments:

- Mobile Operators
- Content Providers
- Marketing/Advertising Agencies
- Enterprises
- TV Channels

Corporate Office

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