

ESTORE

ERICSSON ESTORE - THE MARKET SPACE
FOR MOBILE EXPERIENCES

Ericsson eStore allows communication service providers to quickly offer rich content and end-user services across multiple channels and devices. The benefits for the mobile user will be rich content and services provided directly by the operator and handset of choice billed and charged on either a post- or prepaid subscription.

Leveraging Ericsson's position as the market leader in Service Delivery Platforms (SDP) and the power of Ericsson's multimedia brokering business (Ericsson IPX and Ad Orchestrator), eStore is set to offer a complete end-to-end solution for operators and other communication service providers.

Ericsson eStore is designed to let many customers with similar requirements and business patterns share the same functionality, leading to very short time to market for new services. eStore features and functionality evolve on a continuous basis to the benefit of all stakeholders.

Mobile application sites to operators are one of the offerings in eStore, but far from the only. Media brands, event organizers, enterprises and other content owners are offered a quick route to market through eStore. As the number of sites grows, content syndication and retailing between site owners emerge. In short, Ericsson eStore aggregates distribution channels for content owners and content to distribution channels.



ERICSSON ESTORE OFFERING INCLUDES...

eStore

A branded, payment enabled, multimedia site within weeks

Cross device and multiple channels: Mobile Web, PC Web and client framework for mobile devices and IPTV.



eStore mobile user interface example

eStore Developer Program

<http://estore.ericsson.com>

Providing developers instant distribution and sales of content and applications including payment settlements provided by Ericsson IPX

The developer and the site owner can set the application price, get realtime statistics and reports about their applications with the eStore dashboard.








eStore Dashboard for developers and site-owners

Easy access for developers to GSMA One API compliant Telco capabilities utilizing payment, messaging and subscriber information in order to develop, distribute and sell applications through the eStore global branch of stores

Easy access to advertising APIs through Ericsson Ad Orchestrator, enabling revenue streams based on device capabilities



eStore web user interface example

- 
Ericsson Advertising
 Fetch targeted ads for different user groups and devices.
- 
Mobile IdentificationSM
 Identify customers mobile phone numbers and provide personalized content.
- 
Mobile Network LookupSM
 Lookup CUSTOMERS' NETWORK INFORMATION and provide CUSTOMIZED SERVICES.
- 
SMS Send & ReceiveSM
 Experiment with developing SMS enabled web applications with this API for FREE.
- 
Web LocationSM
 LOCATE your users based on their MOBILE PHONE position.

eStore catalog

A global catalog of applications and widgets - available from day one.

To drive the success of eStore, Ericsson is working closely with partners within the multimedia value chain.

Jason Ford, Handmark VP of Development and Distribution, says:

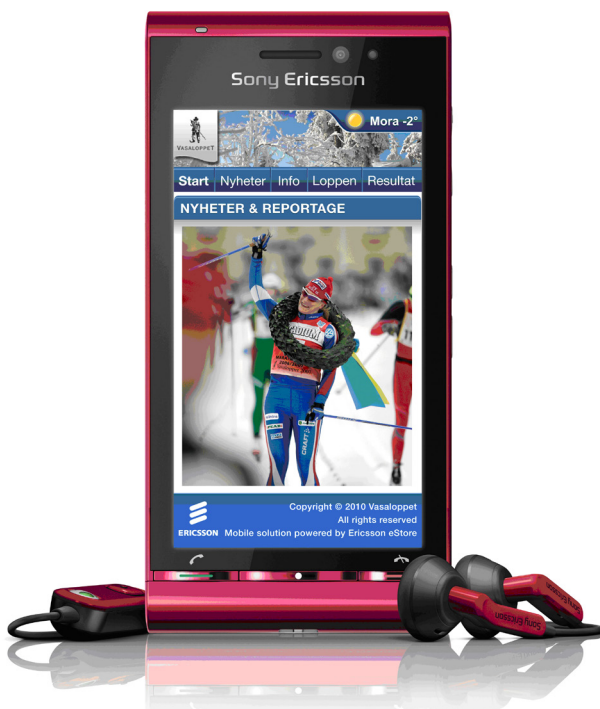
“We fully support the eStore and see it as a great platform for helping to deliver a fantastic mobile shopping experience, while also connecting brands and businesses to a loyal and engaged group of mobile users.”

Umar Akram CEO, Mobile Weaver says:

“At Mobile Weaver we aggregate, review and distribute thousands of mobile applications, and we are proud to work closely with Ericsson in providing the very best of high end mobile applications to the eStore catalog. We have been in this market since 2006 and being selected by Ericsson for global eStore catalog is yet another validation of our app store value proposition.”

ESTORE EXTENDS THE REACH OF AN INTERNET SITE OUT TO THE MOBILE USERS WHILE KEEPING THE BRANDING, NAVIGATION LOGIC AND LOOK AND FEEL

Whether it is a major sport event or a music festival the eStore provides an user experience that is well known by the users of the existing service on the Web. In addition to this the eStore Content catalog can provide applications to increase the interest around the brand.



ERICSSON ESTORE STRATEGIC PARTNER

OPERA SOFTWARE ASA is providing the client framework for widgets and applications across multiple channels and devices. Opera Software ASA enables superior user experience with their cross platform web runtime and widget software technology.

“Due to Opera’s cross-platform capabilities, we are able to help Ericsson deliver Web based solutions across a wide range of devices,” said Jon von Tetzchner, Co-founder, Opera Software ASA.

“We are excited to be cooperating with Ericsson on their new eStore, and to help deliver superior Web experience to the potential one billion subscribers who are accessing the eStore on various devices and platforms.”

ADVANCED PARTNER

ERICSSON



More information (Clickable hyperlinks)

Ericsson eStore www.ericsson.com/estore

eStore developer program estore.ericsson.com