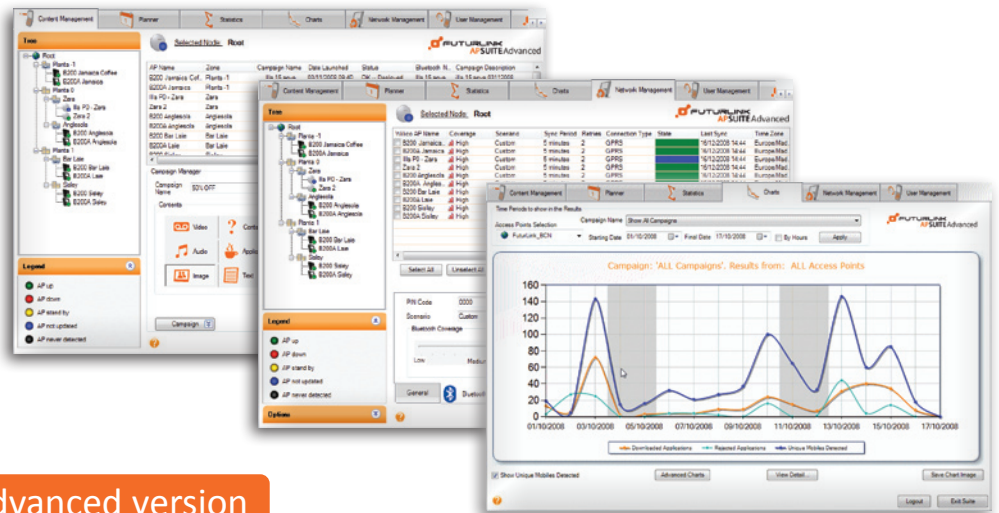


FUTURLINK APSuite



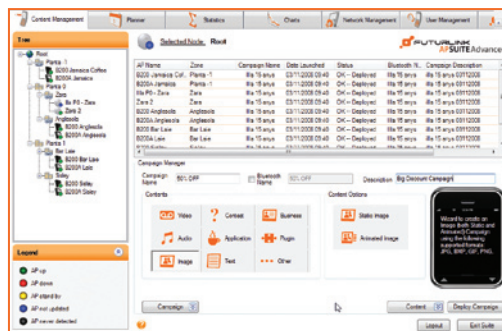
Advanced version

The **FuturLink APSuite Advanced** is a result of FuturLink's leadership in innovation and its continuous effort to be one step ahead in Mobile Proximity Marketing solutions.

Key Features

- Desktop Software to manage a network of FuturLink Access Points
- Adaptation & Assignment of content to more than 1,300 mobile phone models
- Application creator tools
- Remote network management
- Programming of campaigns in advance
- Access to advanced and real-time statistics and charts
- User profiles management
- Specially designed to control FuturLink's Proximity Marketing hardware
- Software as a Service Model (SaaS). Annual payment.

Content Management



FuturLink APSuite Advanced provides **multimedia content management tools** to be used in Mobile Marketing campaigns, being capable of **adapting and assigning the content to more than 1,300 Bluetooth® and Wi-Fi enabled mobile phone models in an automated way.**

With the content management tool of FuturLink APSuite Advanced, it is possible to automatically adapt multimedia content like videos, audios, images, animations, vouchers, vCards, WAP links, texts and contests to the screen size and technical requirements of each mobile phone. Furthermore, if the mobile phone doesn't support a specific type of content, FuturLink APSuite Advanced **offers the ability to set up an alternative content** to be sent specifically to this mobile phone.

FuturLink APSuite Advanced also allows a **Sequential Content Schedule** to program the sending of sequential content to the same user when detected in the same place in a different moment.

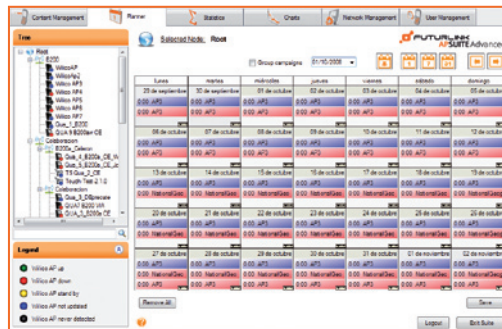
Other product highlight is the **Application Creator** feature which offers the possibility

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to create applications (JAVA and Windows Mobile) in an easy and automatic way. This feature **allows the creation and modification** of texts, images, WAP links, menus, etc. using templates. Content modification can be done at any time, deploying all new versions of the applications in real time.

Another feature allows assigning of applications as JAVA or Windows Mobile to each mobile phone model or group of models.

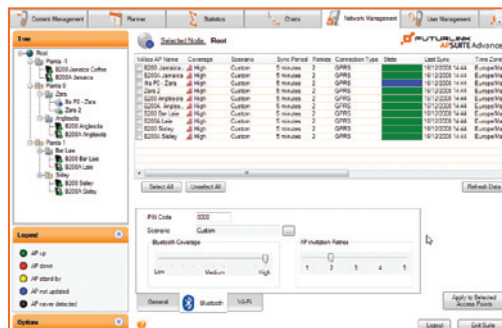
Planner



FuturLink APSuite Advanced includes functionalities **permitting to program in advance**, multiple campaigns and creating grids of content. It offers the ability to set up to **20 campaigns simultaneously per Access Point with 10 sequential contents per campaign**.

The start/end date, frequency, time and priority of each campaign can be **programmed in advance** and stored to be executed at any time.

Network Management



The network management is a tool to **manage your FuturLink Access Points remotely** using different types of connections like Ethernet, 3G/GPRS or Wi-Fi using an external Wi-Fi bridge.

It offers the ability to **organize your Access Points** in an intuitive way in three different levels. For each Access Point there are five **different states** shown with a color that identifies each state.

A configuration frame is available to **set up all the configuration settings** of FuturLink Access Points, setting the *Bluetooth* coverage radius configuring the *Bluetooth* invitation and even setting the auto-start, auto-stop timing.

FuturLink APSuite Advanced provides the ability for the Access Points to work in co-operation mode in order to **avoid the sending of duplicate content to a single user** in an area bounded by Access Points.

Another highlight of the software is the possibility to set up the FuturLink Access Point to work in a Master/Slave mode. This mode enables the FuturLink Access Points inside a selected zone to **distribute the users load between them to support a large number of users**.

Real Time Statistics and Charts



FuturLink APSuite Advanced shows in real time and in a transparent way the effectiveness of a Mobile Marketing campaign.

The FuturLink APSuite Advanced has the ability to show **real time statistics and charts** of detected mobile phones, downloaded contents, the most successful placements in terms of downloads and detections, the brands and models of mobile phones that interact with the FuturLink Access Points and other advanced statistics.

By using these tools, it is possible to **export** thousands of data to Excel or other formats for a latter analysis using a Data Mining package.

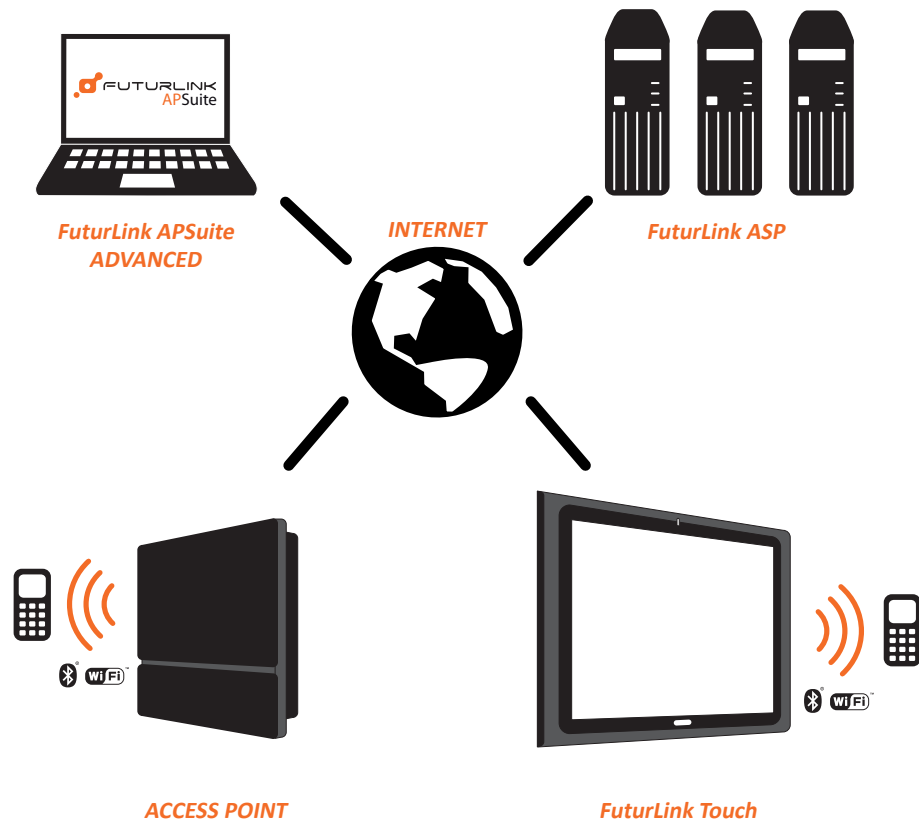
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User Management

Admin	User Name	Description	Password	Zone Assigned	Content	Statistics	Charts	Network	Users	Remove Us
Change	Administrator	User Administrator for this site	123456	Zone 1	Stat	Stat	Stat	Stat	Stat	Stat
Change	admin	User - Profile 1	123456	Zone 1	Stat	Stat	Stat	Stat	Stat	Stat
Change	admin	User - Profile 2	123456	Zone 1	Stat	Stat	Stat	Stat	Stat	Stat

FuturLink APSuite Advanced offers the possibility to **configure user profiles with different permission levels to access the software**. For example, an administrator could have access to everything and some users could just have access to statistics.

The FuturLink APSuite Advanced is a result of FuturLink's leadership in innovation and its continuous effort to be one step ahead in Mobile Proximity Marketing solutions.



System Requirements

HARDWARE

- Minimum 512 MB RAM
- Minimum 200 MB Hard Disk

SOFTWARE / OPERATING SYSTEM

- Windows XP® (32 Bits)
- Windows Vista®

INTERNET CONNECTION

- Internet connection required

OTHERS

- QuickTime included in the installation CD
- Microsoft .Net Framework 5.4 included in the installation CD

FUTURLINK APSuite

FuturLink APSuite Versions - Comparative Table

Version	FuturLink APSuite Lite	FuturLink APSuite Advanced
General		
Application type	Browser Based	Desktop based with ASP connection
Content Management		
Automatic Adaptation of Content	No	yes
Application Creator	No	Yes
Asignation of Content	Manual	Automatic and Semiautomatic for Applications
Sending of alternative content to specific phones	Yes	Yes
Sequential content schedule	No	Yes
Contest Creation	No	Yes
Automatic Detection of more than 1,200 Mobile Phone Models	Yes	Yes
Planner		
Campaign Plan	20 campaigns	20 campaigns, 10 sequential contents per campaign
Campaign Configuration	Start/End Date, Start/End Time, Frequency, Priority	Start/End Date, Start/End Time, Frequency, Priority
StandAlone /Multiple Access Point Mode		
Access Point Management	Standalone Access Point	Standalone/ Multiple Access Points
Access Point Configuration		
Bluetooth Coverage	Yes (3 to 100 meters)	Yes (3 to 100 meters)
Campaign Methods	(Push and Pull) Depending on the technology used (Bluetooth or Wi-Fi)	(Push and Pull) Depending on the FuturLink hardware model and/or technology
Wi-Fi Status	Yes	Yes
Synchronization Period	Yes	Yes
Control Number of Invitations to a Mobile Phone	Yes	Yes
Multiple Access Points Management		
Organize Access Point in Zones	No	Yes
Cooperation Mode - Control of sending of duplicate content	No	Yes
Master Slave Mode - Load Balancing in a group of Access Points	No	Yes
Network Connections Configuration		
Ethernet (or Wi-Fi using an external Wi-Fi bridge)	Yes	Available but without tools to adjust settings
3G/GPRS	Yes	Available but without tools to adjust settings
Statistics & Charts		
Bluetooth Statistics	Yes	Yes
Total detected	Yes	Yes
Total downloads	Yes	Yes
Total rejected	Yes	Yes
Wi-Fi Statistics	No	Yes
Detailed Content Statistics	No	Yes
Brands/Mobile Phones Statistics	No	Yes
Start and End Date of Statistics	No	Yes
Others		
User Management	No	Yes
Programing of Power ON/OFF	Yes	Yes
Internet Connection	Required just for Set-up and Upgrades	Required