



MobiPorter's Pulsar Overview



Outline

- ☒ About Us
- ☒ About Pulsar
- ☒ What does it mean for you
- ☒ Next Steps



About MobiPorter

- Private held company, based out of New Delhi, India
- founded in late 2008 by technocrats (ex-Purdue, ex-IIT)
- Focus:
 - Help Business leverage the opportunities presented by the mobile platform
- Core Competence: WAP/Mobile Internet
- Key Services: WAP Solutions, Turnkey Development
- Have developed our own Content Adaptation Server, AdIAS
 - Lets one build a single web app that will work across all mobile phones!
 - Standardizes a mobile site across all phones – handles issues due to different display factors and capabilities
- Also do iOS, Android and Blackberry Apps



About Us

☒ Industry Focus

- Travel
- Media
- Advertising
- IT
- Entertainment

☒ Technology Practice

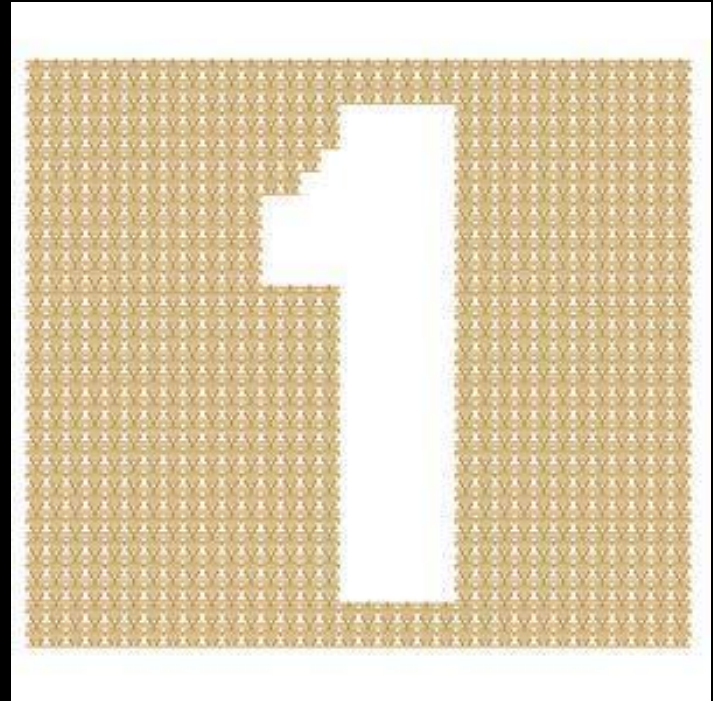
- Video: RTSP/RTP/RTCP, RTSP-over-HTTP and download-n-play solutions, transcoding, HTTP Live streaming
- WAP: WAP 2.0, WCSS, XHTML-MP, WAP Push, SMS integration
- Apple: iPhone / iPad
- J2ME: J2ME, MIDP, CLDC
- Android
- J2EE, .Net, PHP, Ruby
- [Compliance: 2.5 & 3G!](#)



The Story so far

Innovative player in offering online solutions in India

- 1st company in India to implement a WAP-based integrated Flight and Hotel booking solution.
- 1st Company to build an end-to-end Education Portal for online applications for studying abroad for a leading Education advisory firm.
- First company to offer WAP (mobile-web) based surveys in India.
- Conceived and developed an online marketplace solution for the retail sector (soon to be launched)
- Launched Pulsar – a mobile stealth tracker
- Have *on-air experience across 2.5 and 3G networks* in Europe and India



Value Proposition

The **Mobile** edge

- Mobile – the only technology that the Customer can use anytime, anywhere!
- Extend existing web infrastructure to a new channel

The **MobiPorter** edge

- Go Live Faster!
 - Integration expertise with existing systems
 - Avoid costly experiments and false starts
- Leverage our niche expertise
 - Scalable solutions and software development services
 - Technology – WAP & Video Streaming
 - Integration services
- Reduce your costs
- Do it right the first time!

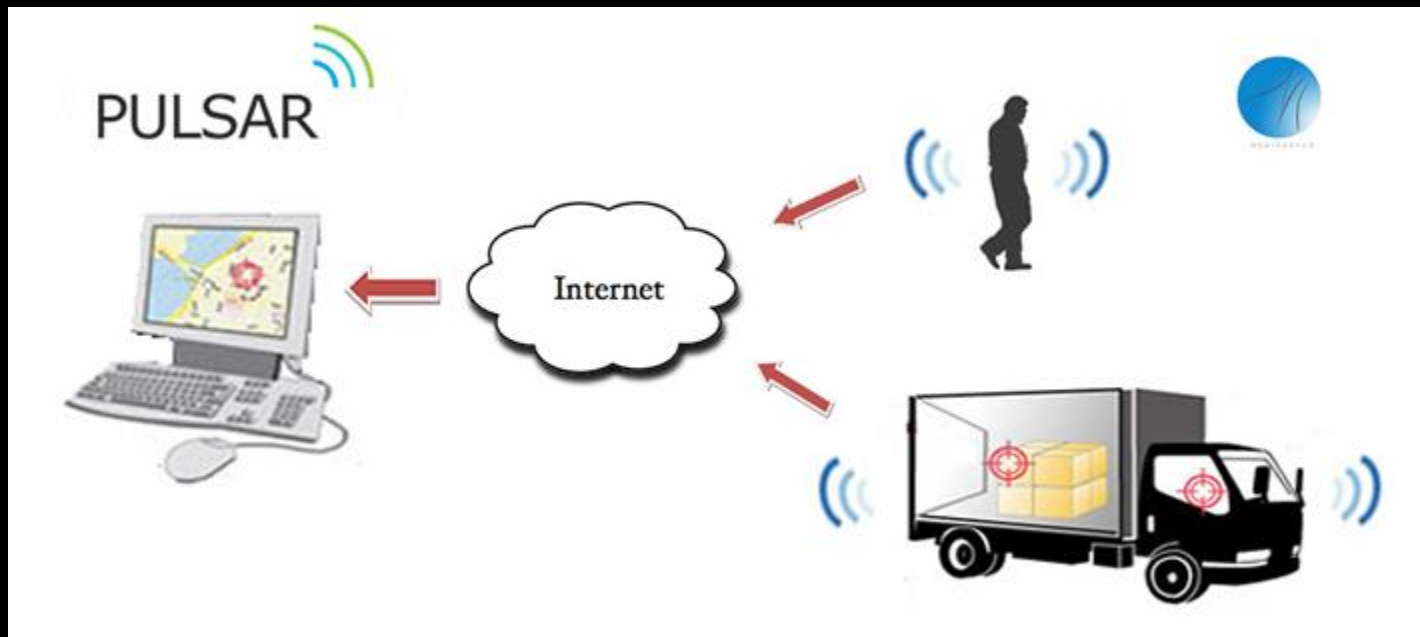


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Pulsar - Overview



Invisible. Smart. Tracker.



Invisible

☒ Description

- Works in super stealth mode.

☒ What does it do?

- Visibly – it does nothing. There is NO UI. So, there is nothing to see, configure, etc. You can't see it working!
- Works quietly behind the scenes
- User is not aware its working.

☒ Deliverable: Discreet



Smart

☒ Description

- Has built-in intelligence to ensure things go smoothly.

☒ What does it do?

- Ensures regularly data collection
- Ensures data is transmitted to a central location
- Support remote control
 - via SMS and Web

☒ Deliverable

- Data collection, security and transmission to server



Tracker

☒ Description

- Provides relevant tracking information to help you manage your team better.

☒ What does it do?

- Provides tracking information on your desktop and mobile.
 - MIS Reports created:
 - Location details
 - Route taken
 - Virtual Fencing (Geo and time) Reports

☒ Deliverable

- Real-time data access and decision support system



Costing

☒ Cost per device

- Rs. 9,500 first year charges
 - Includes
 - Handset + accessories and fitment charges for installing and commissioning device in automobile
- Rs. 2,500 yearly recurring charges from second year
 - Or Rs. 300 monthly

☒ What is not included?

- SIM + monthly tariff cost

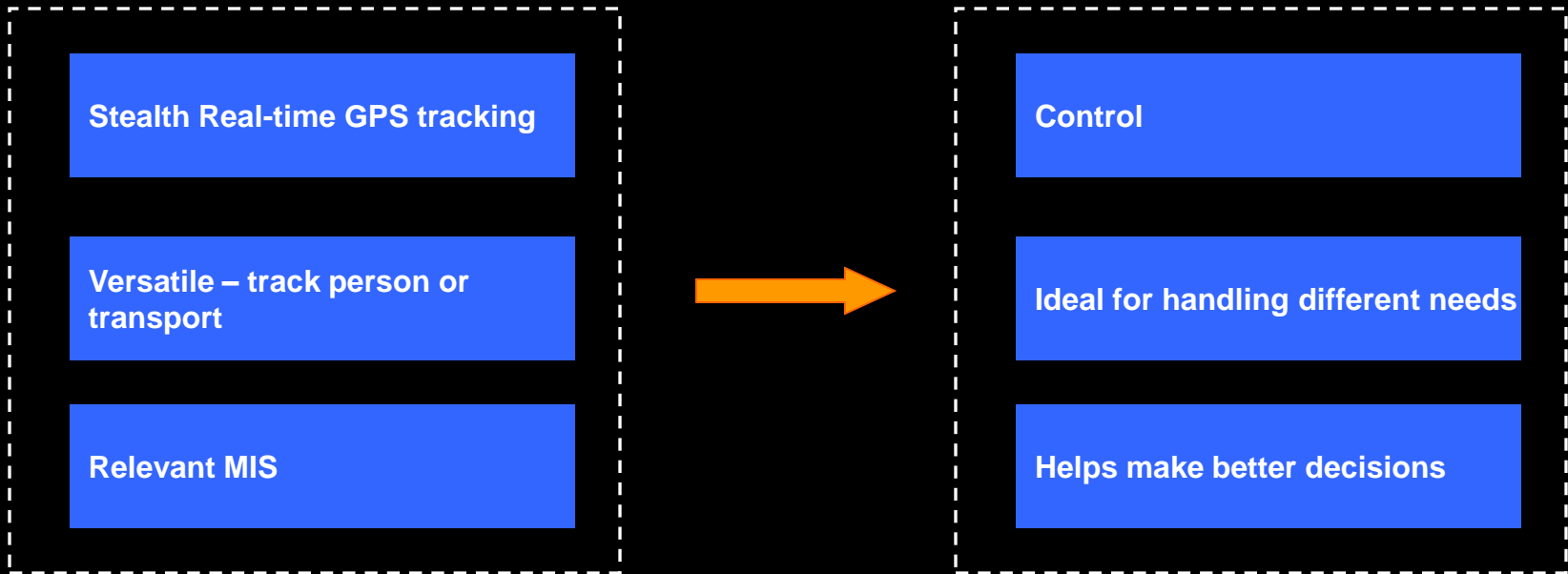


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- ✘ mobiSurvey
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Benefits



The Pulsar Edge

Versatile – works in fixed mode as well as pick-and-carry mode

The most Cost-effective solution in the market

Customization possible:

- traffic/jam alerts, report breakdowns, and others



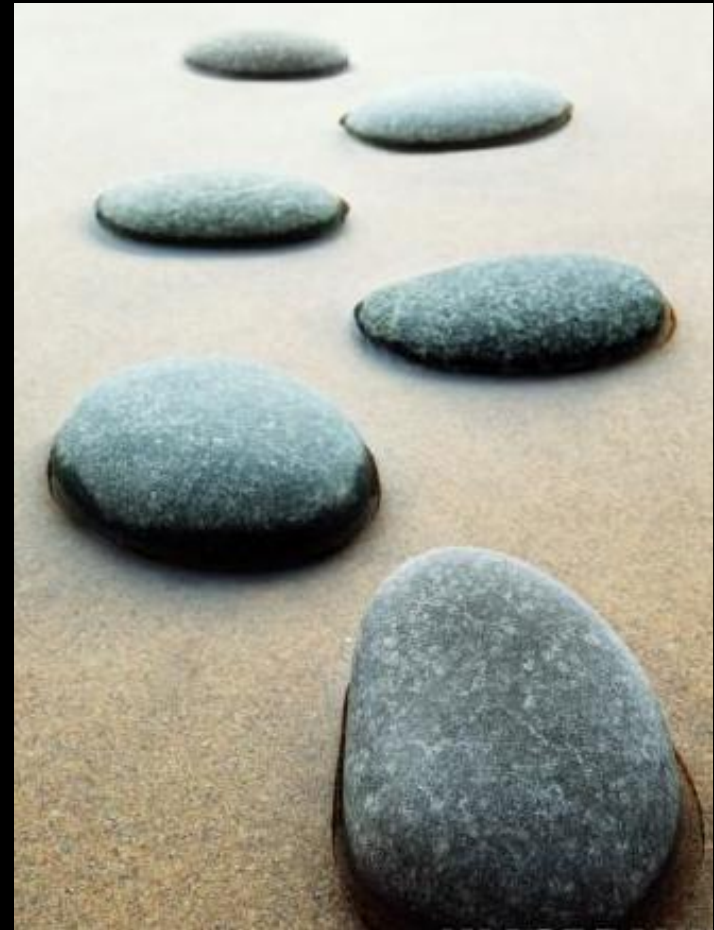
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Next Steps

☒ Pulsar fitment in your organization



Q&A

