

BroadApp ServicesWall™

**ATES**  
Networks

- At a glance
  - Incorporated in 2008
  - Headquarters in Paris, France
  - Offices in
    - Paris, FR
    - Boston, MA, US
    - Craiova, RO
    - Singapore, SG
- **BroadApp**
  - End-to-end solution providing Applications and Services for the network edge

We create substantial value for our Customers through:

- One touch Mobile SelfCare channel, for any device, based on unified ServicesWall™ mobile interface
- Mobile Marketing and Advertising campaigns - multimedia mobile communication channel for third-party advertising
  - PUSH multimedia messages on any mobile device (Java, Windows, iOS, Android, ...)
- Convergent Value Added services
  - Telco grade platform (SMS/MMS GW, CAMEL GW, WiFi offload)

# Product Portfolio - Overview

*Value Added Services*  
*Mobile Content Store*  
*On-Device Portal*



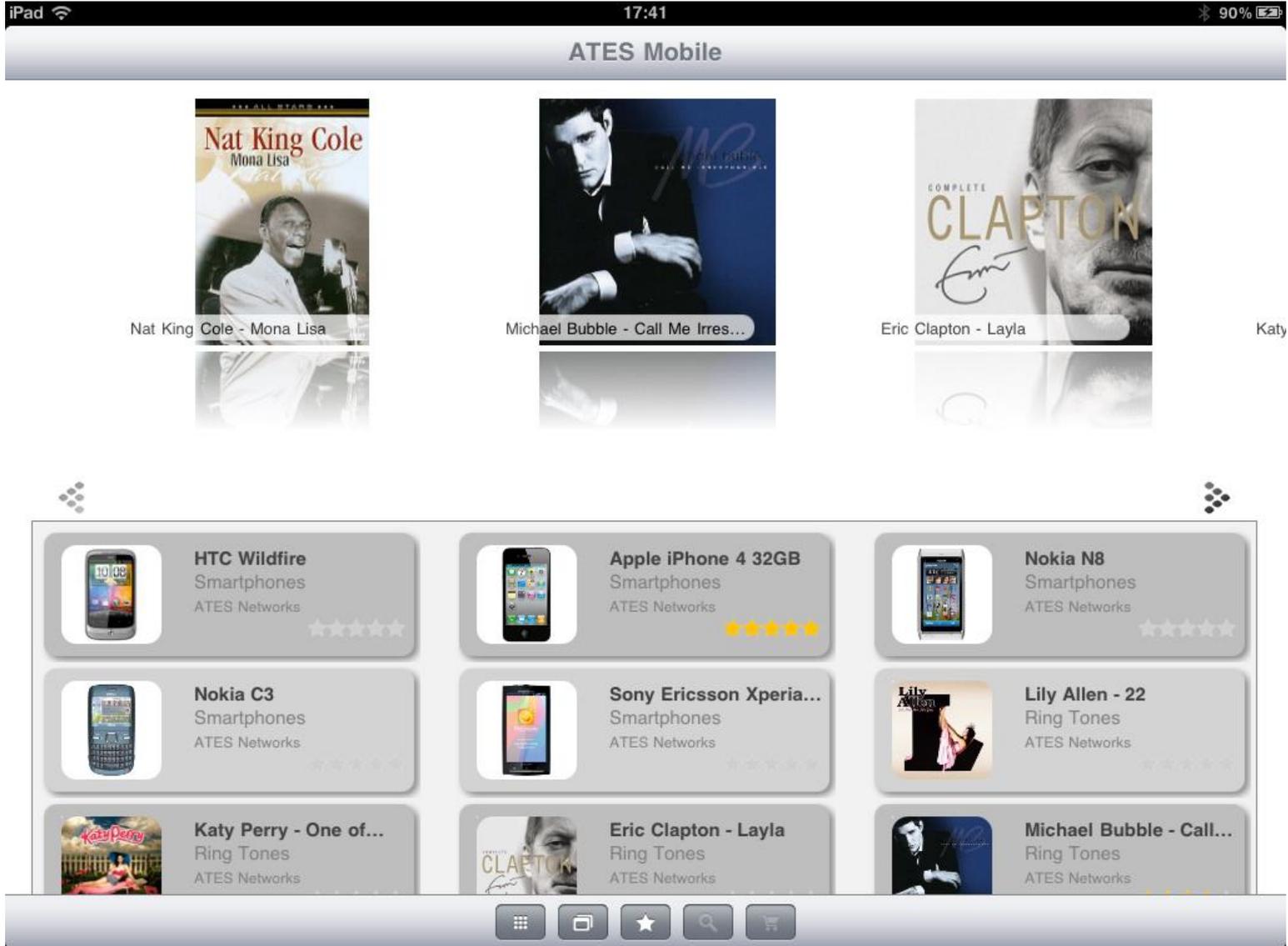
ServicesWall™ - The Cornerstone of your SelfCare strategy:

- Unparalleled User experience
- All Value Added Services available at one click
- Mobile Content Management (App Store, Multimedia Store, ...)
- One-2-One relationship with your customers
- Mobile Payment
  - Credit Card, Bank GW, SMS, NFC

## ServicesWall™ - The Cornerstone of your SelfCare strategy:

- Increase customer fidelity
- Drive new revenue streams with increased adoption of VAS and targeted advertising
  - Integrated payment methods and Social Networking
- Multiscreen VOD, PayTV and OTT





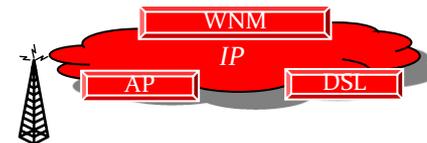
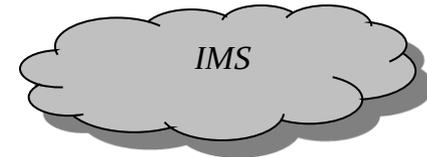
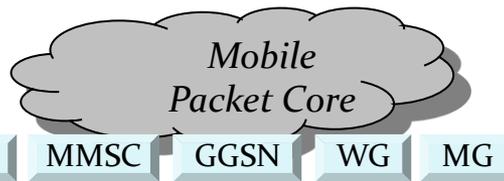
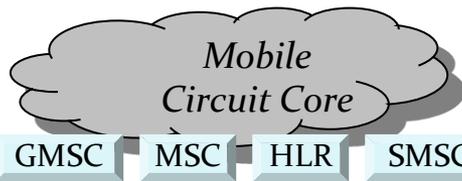
## Real-time multimedia PUSH Advertising:

- Mobile Marketing campaigns
- Third party Advertising
- Real-time Push notifications and alerts (credit alerts, vmail notifications, ...)
- Anti-churn
- Advanced Targeting
  - location, consumption, subscriptions, user preferences, device capabilities, notification type, ...



## Convergent Value Added Services:

- Open Telecom platform, SOA architecture
- Wide connectivity support
  - SS7, Sigtran, Diameter, Radius, WS, mobile payment, ...
- Real time execution environment (JAIN SLEE)
- SMS/MMS GW, USSD GW
- CAMEL GW, IMS
- WiFi offload



*You are passionate about Telecom solutions and want to join us?*

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Thank you