

ICE 2.0 – Mobile Content and Next Generation User Interface

Infocubes unique 3D content experience helps Mobile Operators extend their Customer and ARPU Base for Smart and Standard Phones on 3G Networks.

User satisfaction is the key to long term customer success. Ease of use and quality of mobile content experience are therefore core to the long term success of Mobile Operators and Handset Manufacturers alike. As competition increases and Smartphones begin to replace legacy handsets established Mobile Operators have to retain and extend their lead by offering even higher value, higher quality content services. This is what Infocube enables Operators to do easily and cost-effectively, on 3G Networks, with Infocube ICE 2.0 for Smartphones and ICE LITE 2.0 for Standard colour screen phones.

Infocube is what Mobile Operators have been looking for - the ability to deliver quality content in an effective manner, with an engaging experience, without spending a fortune putting new content infrastructures in place. Infocube offer a 3rd generation handset experience suitable for 2G or 3G networks. This enables Mobile Operators to get the improved ARPU they need whilst supporting both existing and new customers in a cost-effective manner. Infocube ICE 2.0 is ideal for the increasingly powerful Smartphones, harnessing their computer and display power for ease of use with high functionality, while ICE LITE 2.0 supports a wide range of standard colour screen handsets giving users easy content navigation and interaction.

The Infocube front end is a three dimensional user interface that sits within any suitable phone, making content navigation and selection easy. Users find what they are looking for with just a few spins and clicks. And the 3D interface brings their options into the foreground for one-click selection to deliver comprehensive content services that are easy to interact with for rocker-controlled or touch-screen phones.

Mobile Operators can white-label the interface for use with existing content infrastructure or use Infocube state-of-the-art database and web services software to deliver content easily and effectively with a minimum of additional overhead. Such new services increase user satisfaction which has a direct correlation with customer retention and higher ARPU, thereby reducing churn and increasing profit.

According to Infocube's Founder, Dr Gordon Ross, "Some Mobile Operators have spent large sums of money delivering average content services because they have not used the latest technologies. Now these investments are in danger of being a handicap as more innovative Operators leap-frog obsolete technologies and go straight to state of the art solutions for content services exploiting commodity hardware advances."

By providing the Infocube interface and/or content packaging as white-label solutions Mobile Operators benefit from years of investment, software development and proven deployment, and Infocube benefits by being able to invest in yet more ground-breaking products and services. "We see this as a win-win for the Mobile Operators and Infocube, but the real winners are the Mobile Operator's customers who get quality content services they can use and enjoy," says Dr Ross

With Infocube Mobile Operators get:-

- A WOW Factor that ensures content usage grows over time
- A solution for a range of handsets from the standard to the most sophisticated.
- Quick and easy deployment with relevant customised content easily and cost-effectively delivered in the language or languages required
- Minimum CAPEX investment if the Managed Service Option is selected
- A strategy for content, handsets and customer relationships that allows Operators to out-innovate their competitors, no matter how big they are!
- A proven solution ready for deployment to existing and new Smartphone customers with over the air software capability to minimise support costs
- An attractive upgrade path for current users who want to migrate to higher-function smartphones
- A distinctive Brand-experience for customers with standard or top of the range handsets
- A proven and low cost content management and packaging solution that can be bolted on to existing investments or used as a self-contained solution
- Benefits from economies of scale by sharing costs of software development with other similarly positioned Mobile Operators
- Reduced or eliminated risks and costs associated with expensive in-house software development or traditional systems integration exercises
- Flexibility for Operators to build their own roadmap, independent to a degree from handset manufacturers
- An open Operating Systems Strategy for handsets and content delivery
- Fast deployment so as not to lose market advantage
- An ability to upsell the installed base to a better handset experience with clear reasons and benefits for them to migrate
- Flexibility to try out new things for a minimum of cost
- Limited distraction to those responsible for supplying the existing service, with the full focus of those responsible for the longer term strategy and realisation on exciting new products and services
- Delivered with open technology architectures and commodity hardware

“Users have expressed dissatisfaction with current Smartphones. They are too complex so content services are not taken up. With the inherent computing power of smartphones users can get more and Infocube exploits this power for their 3D navigation. This and the latest XML and database developments for content processing means Mobile Operators deploy quality information services that are an increasingly important source of revenue. With Infocube, Mobile Operators get multiple channels of content delivered to their users, in a manner that is easy for users to interact with, across 2G or 3G networks, with Standard or Smart phones. Infocube content solution have been designed to enhance customer satisfaction, reduce churn and maximise revenue generation opportunities” says Dr Ross.

“For Handset Manufacturers there are other benefits. Suddenly the inherent power of their devices can be exploited to deliver a better user experience. Ensuring the small number of Infocube controls can be easily executed on the Handset, Manufacturers are guaranteeing high usability and a degree of future-proofing. And with “Over-The-Air” software updating, handset life is suddenly extended making the overall Handset package a more attractive proposition for Mobile Operators. This means not just more sales, but higher value sales as well! Another win-win-win situation.”