

J-Box increases ARPU and customer acquisition in a multi device, multi network world.



The Issue: The ways in which we communicate have changed resulting in a revenue and customer loyalty crisis for mobile operators.

Key Messages:

1. J-Box supports "Cuckoo Services" that extend service footprints onto smart phones and tablets attached to competitor networks.
2. J-Box delivers a fresh, exciting user experience, across multiple devices, operating systems and access networks.
3. J-Box will increase mobile operator's revenue and margin by ensuring the mobile phone number remains the primary and most valued point of contact across all devices and networks.

Today an increasing amount of communication is being conducted "off phone number". That is to say more and more people are using multiple unlinked accounts like Facebook, Skype, Google, Apple and Microsoft Lync to connect with each other, and as a result they no longer recognise their mobile phone number as their primary point of contact.

People are also using an array of unlinked devices such as smartphones, tablets, netbooks and laptops to communicate. They also choose the access network that they use, based on cost and their location; 3G, WiFi and DSL for example.

The traditional way in which people subscribe to new mobile services has also changed dramatically. Online purchasing of devices and the popularity of SIM-only contracts are reducing the level of control an operator has on their customer's overall user experience. Mobile applications are now downloaded from a variety of App Stores avoiding the mobile operator's revenue net. This behaviour highlights the growing percentage of personal communication, data and revenue that is now completely invisible to mobile operators.

The Solution: J-Box from Vennetics

The J-Box product delivers a fresh, exciting user experience, based on seamlessly extending the service footprint of the mobile phone number to multiple devices, operating systems and access networks.

J-Box will increase mobile operator's revenue and margin by ensuring the mobile phone number remains the primary and most valued point of contact across all devices and networks.

J-Box offers end users a relevant and cost saving communications service that meets their evolving communication needs.

What J-Box looks like

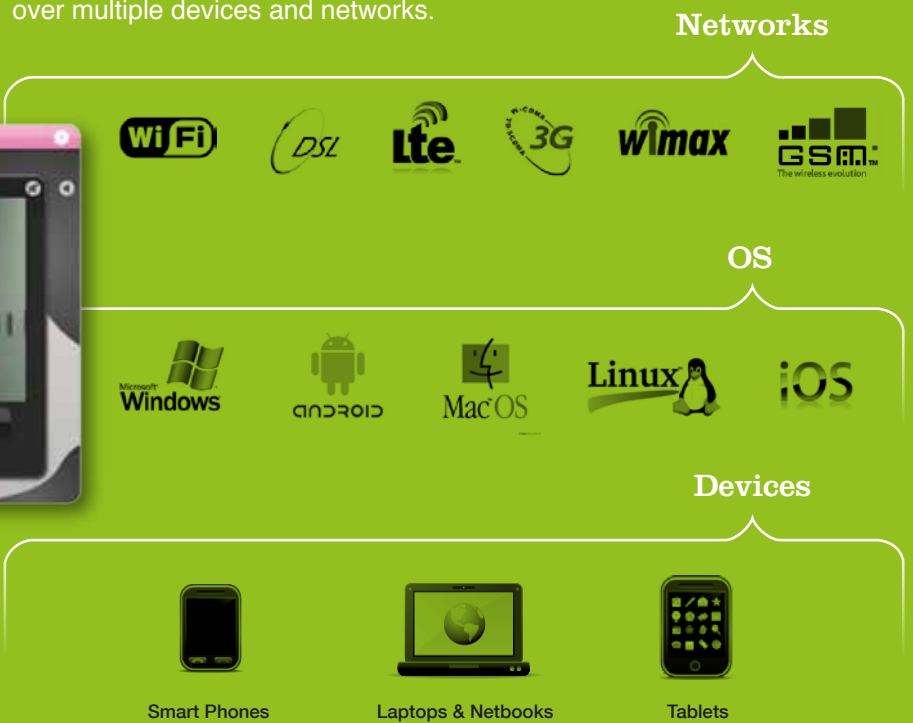


J-Box Features: What makes it unique?

J-Box plays to the mobile operator's strengths allowing them to leverage their core GSM infrastructure for their own benefit. The system supports features, such as VoIP, VoIP handover to mobile network, conferencing, network address book, messaging, billing, video content, advertising and other network resident features across all devices and networks in a manner that is qualitatively superior to the disparate services in the Internet domain.

Vennetics J-Box Client

A white label solution unifying customer's communication experience over multiple devices and networks.



Why you will love J-Box based services

- > Add new connections based on user incentives to consolidate device subscriptions
- > Increase ARPU by expanding the number of connected devices on your network
- > Proactively target specific user groups with J-Box based campaigns to win new connections
- > Increase retention among high churn data-only connections
- > Generate new Internet revenues, even from users who subscribe to competitive networks - it's true we can help you do this
- > Differentiate and enhance your existing broadband, device and overall service proposition

Why your users will love J-Box based services

- > Customers will enjoy lower cost communication services via VoIP.
- > All services across all devices are based on a single mobile phone number
- > Internet voice and media services can be billed to the existing mobile phone account
- > Services work seamlessly across devices and access networks (HSPA, WiFi, DSL)
- > Unique new Internet service features that can only be supported by a mobile operator
- > Easy adoption from online mobile application store or one-click download and install



Vennetics: Who we are

Vennetics is an Internet Age company that brings together a forward looking, business orientated team with proven experience in both the communications and information technology industries. We're committed to enabling mobile operators launch richer, better and more integrated services designed to engage and inspire customers.

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J-Box Deployment: Installed or Hosted

The J-Box Feature Server is a carrier grade application platform. The system controls voice, media, messaging and advertising content as well as providing comprehensive support for real time billing, location and presence features.

J-Box can also be deployed as a hosted solution. This model greatly speeds up time to market for operators and enables service launch without the need for CAPEX investment.

J-Box: Try it today for free

Vennetics has made the innovative features delivered by J-Box available for you to test and use today. We have set up a free demonstration service at www.moozler.com where you can download a J-Box PC / Tablet client for free and we also offer a free Moozler iPhone App, which is available in the Apple AppStore today.

Experience for yourself how seamlessly the service works across your smartphone, tablet, netbook or laptop. Take a look at the insight into users that J-Box provides across multiple different devices and access networks and then see how this new business intelligence is used to drive increased connections and revenues. You'll very quickly realise why both you and your customers will love the new J-Box based mobile services!