

Social Life Mobilizer

||||| Bridging your personal and social life



TELECOMMUNICATIONS > SOLUTIONS

How social networks are impacting the Telecom Market

With more than 830 MM unique users at end 2009 according to ComScore - marketing research company- **social networking is today the most impressive web phenomenon** never seen when talking about market penetration in such a short time period. Moreover, this success not only concerns advanced economies but also growing countries. Following Com Score studies, the greatest year-on-year growth of social networking subscriptions came in 2008 from the Middle East and Africa region with a 66% increase followed by Latin Americas regions with 33%.

Regarding mobile phone end-users, social networking is reproducing this amazing success with already **one out of five Facebook users accessing to the service from their mobile.**

According to a recent report from Forrester, "Why Mobile Could Reinvent Social Computing", **cellphones** can do more than just complement **PC** use: they can **become the hub of social activity.** This is hardly surprising, given that

both technologies exist to enhance communication, and the relationship between both was always going to blossom into something special.

However, these 2 ecosystems, powered by the address book at the heart of any conversation, are structured in a very different manner. On one hand, the mobile address book which is stored in the handset, is static, based on user inputs and uses the phone number as the central identifier. On the other hand, the social address book which is located on the Internet, is totally dynamic, constructed around user profiles and linking people one to another through the social graph.

As a result, the consumer contact base and content is now starting to spread over multiple devices, platforms and services, with limited interoperability and giving access to non-unified communication channels.

The time has come to **merge** these 2 fantastic enablers **in a common framework to simplify user life.** **That's the goal of the Social Life Mobilizer**

The Social Life Mobilizer: bridging the gap between your personal and social life

For mobile operators, social networkers represent a huge business opportunity. According to the Forrester European Technographics Benchmark Survey for Q2 2009, mobile social networkers are among the heaviest users of communication tools. So, while 34% of all cellphone owners will send SMS messages on a daily basis, 76% of mobile social networkers will do the same. Similarly, only 2% of cellphone owners send email daily, but 23% of the mobile social networking crowd do so.



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The Social Life Mobilizer is an evolution of the Personal Life Mobilizer.

It gives operators the opportunity to turn the social networking trend into significant revenue stream and regain control over the social experience.

Built around a dynamic address book, the Social Life Mobilizer unifies subscribers' personal and social life on a common web service becoming the communication center of their digital life

Accessible from the PC or through a client on the mobile handset, Social Life Mobilizer offers:

- a social address book aggregating mobile Outlook, webmail and social networks contacts
- a communication hub merging SMS, email and social activities
- a social media gallery for sharing photos and videos on social media sites
- a unified calendar



> Starting with a dynamic social address book

At the core of the Social Life Mobilizer lies the social address book. This web service mobilizes subscribers mobile address book, their PC outlook address book and also their social contacts from Facebook, Twitter, LinkedIn, etc... in a single and dynamic address book. The social address book automatically merges contacts multiple profiles in a single one to provide to the end-user a full control over his digital life.

Through the social address book, subscribers could also view their friends activities on social networks either status update or shared content (photos, videos, links...Etc) and comments them.

For operators, this means more contacts, more communication and more stickiness to their brand. The missing link between the mobile and social life is now fulfilled, opening a new era of total communication.

Also, to follow operator subscribers on the move, a smartphone application has been developed by Gemalto, giving access to this communication hub from users' mobile device.

> Bringing together all your communication channels

The communication hub gets together voice, SMS, MMS, email and social activities to create a powerful and aggregated communication center for operators' subscribers on top of the social address book.

Also, the communication hub inbox captures, consolidates and store safely on the cloud your conversations from multiple platforms, including webmails, social networks and mobiles.

That way, subscribers could access to a chronological view of their conversations and friends activities available per social network or threaded in a common view. It is also a good mean for end-users to stay tune of any online activities on the move without having to open multiple websites to see what is happening on each network/inbox.

- The **social media gallery** allows subscribers to bring together all their photos and videos on a single place and share them on any social media websites from Flickr™ to YouTube™.
- A **notification engine** is also available to alert in real time your friends via SMS about the publication of a new content and allow them to view it on their mobile using the web browser
- Also, end-users could discover from the **media gallery** the last photos and videos their friends published on social network.
- A **media publishing** client is also available on the mobile allowing to publish directly photos and videos taken by the camera phone to social media websites in one click.
- **Finally, end-users can also share their feelings, moods, ideas on social networks using the status update functionality of the social inbox**



Social Life Mobilizer - Communicator edition: Mobile social networks for all

Gemalto believes that everyone should be able to benefit from this new way of interacting with communities and to enable the service on any mobile phone, we have created Communicator Edition, an entry-level service giving access to social networks' core functionalities from a SIM menu accessible on 100% of handsets.

The Communicator edition uses SMS to interact with the SIM, allowing an access to your preferred social networks on any phones, even without data subscription.

The **Communicator Edition** enables end-users to:

- > Update their status
- > Send and receive on their mobile direct Messages from social networks friends
- > Access to the social activities of their friends
- > Give the opportunity to comment activities

The social Life Mobilizer – Communication Edition has been designed to address countries that have a low mobile and fixed internet penetration rate or to answer to mobile operators strongly promoting SIM only offers.

Turn your service into a commercial success

Through its 90 deployments in the world, Gemalto has demonstrated that promotion is a key success factor for service uptake. Gemalto offers a way to dynamically and remotely promote the service thanks to the SIM. Reference cases prove that services could reach an amazing 20% penetration rate across operator equipped base.



Operator benefits

- > **Take profit of the social media opportunity:** Offer to your subscribers a truly awaited social service to accompany them and keep their tracks on social media
- > **Enhance communication and data traffic:** Increase your communication revenues (Voice, SMS, Data) by gathering all contacts and communication means on a single platform
- > **Open New revenue streams:** Generate significant revenue by offering these services with various business models from subscription to advertising model on the web platform or in mobile clients
- > **Maximize your service ROI with a true solution for ALL users:** Gemalto solutions have been designed to adapt to user context and offer a minimum service whatever user's device is
- > **Increase loyalty:** Add a real value to subscribers' digital lives and safeguards their valuable information
- > **CAPEX free option:** Fully managed service approach available

End-user benefits

- > **Subscribers' personal and social Life all together**
 - A unique address book to manage end-users' digital life
 - All their communication channels gathered on a unique service
 - Always aware of end-users friends activities at anytime, anywhere
 - Communities relationship always in touch
 - A dynamic mobile address book
- > **Easy end-user experience**
 - Handsets could be automatically configured to optimize service access and use
 - One-click service access, bringing the service right to the user's eyes
 - One User-friendly PC, mobile client and web interface to manage end users' whole digital life
 - Easy personal data sharing (photos, videos...etc)
- > **Peace of mind**
 - All valuable information is safely stored and can be easily restored in the new mobile phone in case of lost/stolen handset or SIM/handset renewal.
 - All subscribers social life is securely exchanged on a trusted operator platform