



Operator Interfaces for Smart Phones

Solution through which Mobile Operators can customize and brand the Smart phones User Interface, improving user experience with mobile multimedia value added services. This VAS User Interface also enables the operator to easily update customers' phones to reflect new developed services. The application expands the phone's main menu and adds a so-called local portal for direct access to all Operator services (WAP, Games, SMS, MMS, Voice).

Next Generation Services

Teleca considers that Open-OS mobile phones are a powerful enabler of next generation services, were from a customer perspective, users will have access to promised 3G-like services. The possibility to deploy new handset based functionality controlled by the operator opens the possibility for innovative service creation and seamless integration between handset and network based services.

With Teleca VAS User Interfaces Solution, Operators can expand the phone's main menu and add a so-called local portal for direct access to their services without any special and complex end-user configuration..

The phone screen can display the same graphical interface as the one used on Operator multimedia WAP portal, which means that phone users will have at their disposal a sexy and more appealing interface, adding movement, colour and sound. And they do not have to deal with complicated technical configurations or addresses.

Concept and Benefits

- To **improve the end-user experience** with the Operator value added Services, enabling Operators to self-customize and brand Smart phones (Symbian and Microsoft)
- **Operator look & feel** on the handset
- **Local Portal** with direct access to Operator's WAP multimedia portal
- Integration and direct access to all Operator's Value Added Services (**voice services, SMS, MMS, USSD, SIM**)
- Tailor made solution for Operator's unique requirement;
- **Operator full control** over the UI and application distribution
- **Reduced time-to-market**

Supported Handset Platforms

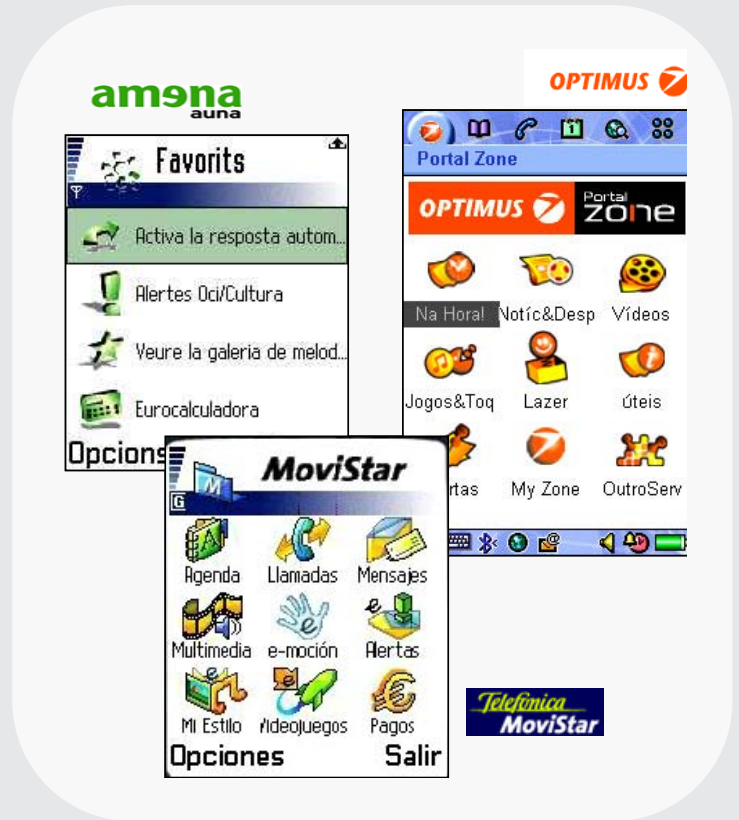
- Nokia Series 60 terminals, based on Symbian OS v6.1 and v7.0s
- UIQ terminals based on Symbian OS v7.0
- MS Smart phone OS terminals
- MS PocketPC Phone Edition OS terminals

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Main Features

- Full customised UI with Operator's look & feel
- UI multimedia capabilities
- Direct access to WAP links
- Direct phone call icons to specific Operators numbers
- Direct access to Operator SIM Applications
- Easy access to messaging functions (creating, reading, sending SMS/MMS/email)
- Easy use of SMS and USSD services with embedded logic
- GPRS connection handling
- Easy launching of other handset applications
- Several menu levels with different formats
- Help screens
- Pop-Up advertising banners with dynamically updated content
- Application auto start
- Minimum handset memory requirements: less than 200K
- Transparent OTA updating of content
- Integrated OTA application upgrading

References



UI Architecture

