

internet. voice. mobile solutions.



# Product catalogue



**Mobiteam AG**

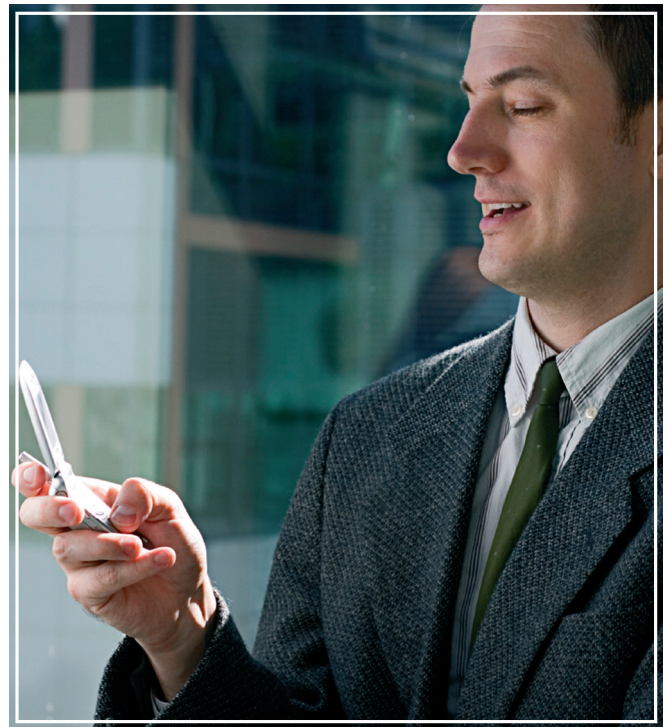
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**Mobiteam presents mobile solutions** for business. We are a B2B/2C partner specializing in interactive entertainment, communication and mobile payment solutions. Our flag products are cross-media formats which enhance broadcast media possibilities by combining them with interactive value-added mobile services.



## Mobiteam - internet, voice and mobile solutions

### As a part of Infinity Holding...

[www.infinity-holding.com](http://www.infinity-holding.com)

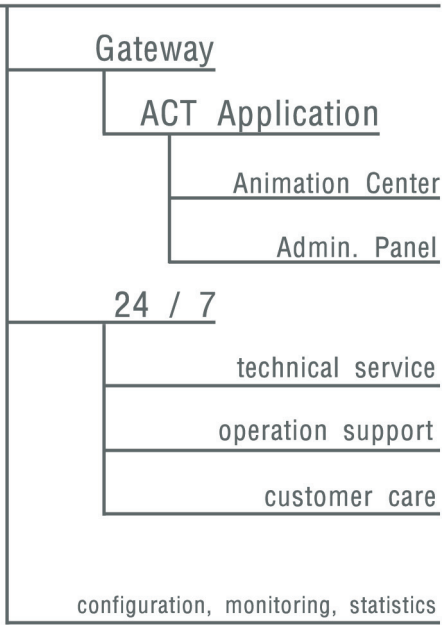
...we provide new technologies and services for companies from continental Europe, Great Britain and Uganda. Our holding is a group of companies from:

- Switzerland,
- Czech Republic,
- Croatia,
- Poland.

Mobiteam, with headquarters in the historic centre of Krakow, Poland, is a perfectly tuned team of well-educated, highly-skilled and experienced professionals. We create an effective international network of cooperation with our holding partners to contribute to our joint success and provide top quality services for our customers worldwide.

1

## Mobiteam



2

## Distribution Channel

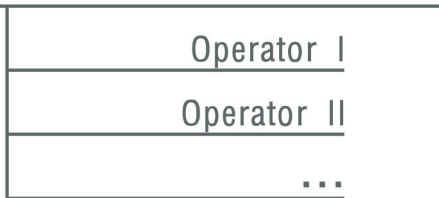


TV format with interaction features

Marketing information

3

## Mobile operators



4

## Mobile users



### The core of our company

...is our own development and operations centre, supported by animation team, graphic and web design professionals as well as marketing specialists. Answering the market demand we create innovative products of highest quality with main focus set on **interactive entertainment services**. Mobiteam organizes and coordinates the whole production and implementation process, from concept stage right through to product distribution and customer billing. Our own technical infrastructure allows fast and effective reaction to market behaviour changes.

### Production & distribution

In our services we combine mobile, internet and voice technology, building up loyal and engaged customer groups thanks to networking effect. Our services suit all customers' needs, engaging them in voting, quiz-games and contests. Content & broadcast services make entertainment and information delivery easier than ever before, letting the users fully experience the opportunities offered by multimedia mobile communication.



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## Strategy for the future

**Mobiteam** is a young ambitious company aiming at becoming a significant player on the interactive entertainment market, with a special respect to cross-media formats for TV, Internet and mobile channels.

As a full service provider **Mobiteam** innovates the interactive entertainment world bringing lucrative opportunities for our Partners and exciting entertainment for their audiences.

### Our main strategy focus is:

- keeping and strengthening the company's position on its current markets as an independent provider of cross-media entertainment
- introducing the most advanced and innovative products to mature mobile markets via different distribution channels: closed user groups and broadcasting media
- entering new markets, especially in South-Eastern Europe, with proven and revenue bringing solutions and building up loyal customer groups.



## Unique and complex character of Mobiteam's services

Integrated mobile services and products provided by Mobiteam are well founded on our team's continuously widened specialized knowledge. Fresh look and curiosity characterize the way Mobiteam's employees work and explain how we manage to suit the needs of today's mobile users. We use the potential of mobile technologies to create effective and innovative solutions for businesses.

### We can do much more than You think!

#### **Mobile communication has two faces:**

- personal - because there is no more individual tool than a mobile phone;
- global - because no other medium joins people all over the world the way mobile communication does.

Developing technical infrastructure enables more and more people to use rich media services in addition to the voice communication which mobile phone was initially invented for. In fact, according to researchers' forecasts, multimedia content and value-added services are going to constitute the majority of future revenues in mobile business.

Two-faced specific of mobile technology opens the world of new possibilities for Mobiteam's business Partners, engaging their audiences with our cross-media products.



## Product overview for audiences and distribution channels

### Interactive SMS services:

- broadcasting
- subscription services
- chat services
- SMS content delivery
- SMS Dating application

### Audience participation services for broadcasting media:

- quiz-games
- voting
- reverse auction

### Cross-media audiovisual formats:

- real-time mobile-to-TV interaction
- web community services
- full interactive formats: Pleasure TV Interaction

### Advanced interaction services:

- WAPchat
- Mobile stream chat

### Payment solutions:

- Premium Rate SMS
- Credit Card
- Mobile Click2Pay

### Premium voice services:

- IVR systems



TVFormat	SMSInteraction	Reverse Auction	SMSDating	Mobichat	WAPChat	SMSChat	Mobile Click2Pay	Payment Solutions	Usage examples
.	.	.	.	.	.	.	.	.	shows, commercials, teletext pages
.	.	.	.	.	.	.	.	.	contests, commercials
	.	.	.				.	.	contest, distribution, sales, commercials, communication
	.	.					.	.	contests, commercials
	.			.	.				distribution, communication

Fully produced, ready to broadcast **TV** formats to fill the airtime with interactive entertainment. Cross-media formats engage different marketing channels to gain maximum number of viewers and use mobile interaction technologies, offering broadcasters applications to easily organize and administrate games and contests, information, voting and audience participation formats. Flexible and direct user billing guarantees safe revenues, while proven technology ensures stable performance.

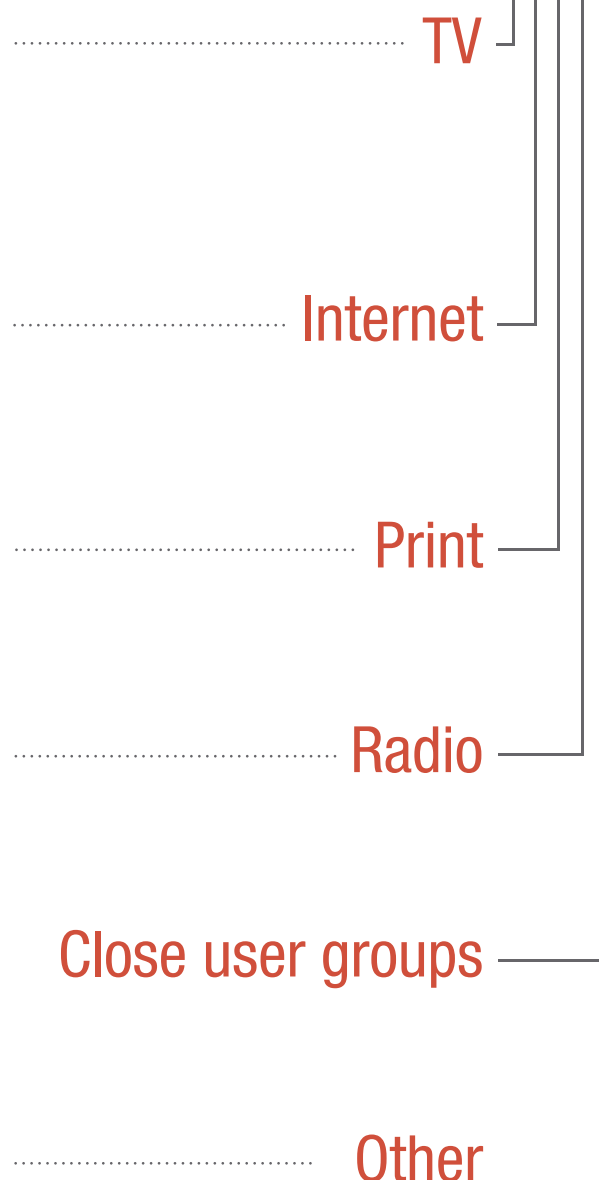
Cross-media services converging mobile and **internet** multiply interaction opportunities for users and increase overall income for business. Virtual **internet** space is a perfect place to implement numerous mobile services: content download to mobile phone, info services, entertainment & game applications, payment solutions.

Information and entertainment offered by **print** press can now become interactive. Mobile services multiply the possibilities of readers' involvement and builds up title loyalty. Mobiteam's offer for **print** press includes mobile info services, voting, games and contests, dating applications and virtual payment systems.

Introducing interactivity improves **radio** attractiveness for its listeners, increasing its reach and audience loyalty. Mobiteam's contest management applications, information services and mobile payment solutions can be used to fill the airtime and engage **radio** listeners.

Extremely effective distribution channel allowing simple but precisely targeted marketing communication, especially suitable for certain groups of products, e.g. adult entertainment. Builds up loyal **customer groups** and generates revenue while keeping the marketing costs down.

Outdoor or indoor, for specific or mass user – any distribution channel can be used and adopted to reach mobile users and offer them the best of your services thanks to our technology. Together with our Partners we are able to develop new perspectives and solutions for their





# Contact



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