



TECHNOLOGY FEATURE LIST

SP-700 Mobile Content Server

Hardware Features

Small Size	6x7x1.5 inches, approximately 5 lbs.
Standard Power	Plugs into US, UK, and European wall sockets
Networking	Ethernet and GPRS connections provided with a Wi-Fi option available
Memory	1Gb Flash Memory standard, supports up to 8Gb
Content Types	Supports Images, Animated GIFs, MP3s, Video 3gp, J2ME Applications, Mobile FLASH, and HTML
Expansion	External USB port allows for additional Bluetooth Modules
2 Bluetooth Radios	Load balanced to minimize discovery time / maximize transfer rate

Software Features

Device Caching	Controls unit's re-prompting of devices and prevents users from being spammed.
Mesh Networking	Mesh content servers via Ethernet to prevent re-prompts within a network
Remote Management	All management and reconfiguration can be performed remotely
Auto Reboot	Reboots and fixes file system on power interruption
Standalone Mode	MCS content push and event logging functions without network connection. Data can be retrieved later when MCS reconnects to network.
Signal Check	Signal strength is recorded in system health logs and is reported to central database
Software Upgradable	Unit can be upgraded with new software features and improved device support
Dynamic Connection	Unit can be always connected or have scheduled communication with Qwikker servers
Connection management	Automatic "best available" selection and use of available GPRS and Ethernet connections on boot
Bandwidth Optimized	Content files and event logs are sent in increments to account for intermittent network connections
Traffic Logging	Sets unit to record detection of mobile devices for traffic analysis without requiring content delivery
Event Logging	Sets unit to record detailed logs of discoveries, opt-outs, opt-ins, ignores, and transfers for reporting and analysis
Intelligent Content Delivery and Management	
Device Detection	Determination of device through Bluetooth Device Address (BDA) and Class of Device (COD)
Content Routing	Chooses best available content to detected BDA and COD
Queue Management	Manages queue of detected devices and order of content delivery to maximize user experience
Data Mining	Logs discovery names and related information for unrecognized devices. Information is integrated into future device support upgrades
Scheduling	Schedule different content for delivery at different times of the day
Sequencing	Define a sequence of files to send to each device (i.e. Wallpaper then Ringtone)
Rotate	Rotates different content to different users

Wi-Fi and iPhone Support

Wi-Fi Hotspot Name	Remotely controlled hotspot name that shows up when a phone is prompted to accept content transfer
Device Detection	Determines mobile browser being used and allows for different content delivery based on signature
iPhone Specific Content	Supports iPhone and standard browsers for mobile safari tags
Proxy Routing	All web traffic is proxied to content hot spot pages
Dynamic Content	All pages can be updated remotely
Style Sheet Support	Supports CSS for rich UI experiences
PHP support	Supports PHP with Qwikker PHP utilities library
Event Logging	Allows for all Wi-Fi events to be uploaded for standard Qwiknet logging
Form Data Logging	Form data can be logged for later remote retrieval by reports

QwikNet

Campaign Creation	Create any number of campaigns for a network
Network Monitoring	Monitor live network of Qwikker Mobile Content Servers
Real-Time Data	Observe jacks in real-time and interact with drag and drop Flash interface
Software Updates	Update Qwikker MCS with available software updates
Signature Database	Continuously updated database of supported mobile devices
Content Uploading	Supports loading of content for campaigns directly through website

Daily Reports
Issue Reporting

Self service portal for obtaining detailed reports in csv and pdf formats
Integrated issue reporting and ticket management system

Qwikker J2ME Application

qHTML	Application customized via HTML with custom tags for phone-specific functions
Click to Call	Custom tag to allow user-initiated phone call to designated phone number
Click to Web	Custom tag to allow user-initiated website access via phone browser to a designated URL
Click to SMS	Custom tag to allow user-initiated SMS to designated phone number
Local Content Menu	Links for downloading multiple pieces of content on request from Qwikker MCS via Bluetooth
Wide Area Fallback	Enable users to download over their own cellular data plan when out of Bluetooth range of Qwikker MCS
Direct Response Forms	Allow forms for submission of user information
Animation with Audio	Design engaging introductory animations upon application launch
Premium Content	Simple delivery and billing of premium content by integrating with third party PSMS systems