



## Moving Instant Messaging from the desktop to the mobile domain

Today, when Internet and wireless domains are converging, mobile operators are trying to extend their brands to consumers via new applications that go beyond simple voice services. Mobile consumers and professionals are asking for new wireless solutions of which mobile instant messaging is one of the most requested by both network operators and the end-users. Given the unprecedented growth of SMS traffic and its lucrative business model, texting is achieving mass status in many markets of the world. With tremendous growth patterns of SMS and adoption rates of desktop messaging it is easily foreseeable that development of Mobile Instant Messaging services are strongly stimulated by both trends.

## What is MIM

Novosoft Mobile Instant Messenger (MIM) is an Instant Messaging and Mobile Presence solution that combines the advantages of SMS and the popular Internet instant messenger ICQ and provides GSM subscribers with mobile access to the growing number of Internet Messaging Services (IMS) users worldwide. Using MIM, they appear being online for Internet-connected users and get access to the functionality provided by their favorite Internet messenger directly from their mobile phones.

- 16 billion SMS messages are sent every month globally (1q2001, GSM Association)
- Number 2 requested application after voice is instant messaging (Portal.com research)
- Over 100 million of registered users and over 50 million regular users of desktop instant messaging (Jupiter Media Metrix)
- 46% of all Fortune 1000 companies plan to implement IM by the end of 2001 (Forrester Research)
- Forecast of 200 billion global messages during 2001 (GSM Association)

**“The most impressive achievement of Russian software developers in 2001”**

2001: Leaders And Technologies Of the Year, analytical report by CNews.ru and 'Company' magazine)

## MIM Main Features

- Receiving, sending and replying to messages;
- Managing personal contact list;
- Sending and receiving contacts;
- Buddies directory search;
- Presence status management (online/busy/offline);
- User status change alert;
- Fast “on-the-fly” switching between desktop and handset messengers while staying online;
- Viewing messages history;
- Powerful customizable anti-spam system;
- Works on all handsets and does not require state-of-the-art phones.

## Operator benefits

MIM is a comprehensive solution that meets both network operators and IMS provider's needs. Bringing together the worlds of mobile users and wired Internet Messaging communities, it allows mobile operators to extend their package of value-added services with cutting-edge operator-branded Mobile IM solution.

### Generating New Revenues

MIM generates immediate revenues by driving up SMS traffic. In March 2002, by launching MIM in its Novosibirsk network, Mobile TeleSystems, the leading Russian cellular operator, increased daily number of outgoing text messages up to 13%. The service allows choosing flexibly between subscription and per-message billing scheme options.

### Reliable, stable and scalable

Novosoft MIM takes advantage of existing network infrastructure and easily integrates with operator's SMSC and billing system. MIM makes use of SMS, which is well tested, maintained by all operators and widely adopted by the end-users. The system's high scalability is achieved through clusterization.



### High penetration rate

Operators can offer new service to the widest possible user audiences. MIM works on all major manufactures handsets and does not require state-of-the-art phones. It does not require holding a constantly open WAP connection to exchange messages and manage contact list. STK and plain SMS versions available to allow flexibility when offering the service to customers with diverse habits and requirements to the user interface.

### Commercially proven

Currently operating in Novosibirsk network of Mobile TeleSystems (NYSE: MBT), Novosoft MIM provides thousands of subscribers with mobile access to ICQ, the most popular Internet IM in Russia.

### User benefits

#### Feature-rich

MIM provides both basic and advanced features that make subscribers feel in total control of their "always on" experience.

#### Cost-effective and affordable

To access the Internet Messaging Services MIM uses SMS protocol instead of WAP and does not require state-of-the-art handsets. No WAP connection needed.

#### Universally available

Due to roaming agreements between mobile networks, MIM users can communicate with their friends, colleagues, and family virtually from anywhere.

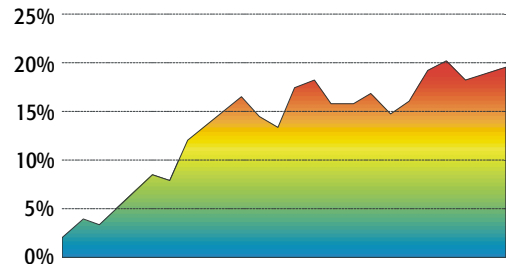


Figure I. MIM traffic growth during 1st month of the service's operation (in percents of overall MTS Novosibirsk text traffic).

### Easy and friendly

Convenient and intuitive interface familiar to both fixed Internet instant messenger and mobile phone users. Simple yet exhaustive set of commands in plain SMS version.

### Architecture

MIM consists of client and server parts. MIM server integrates with SMS center and able to operate in GSM, CDMA, TDMA and DAMPS networks, thanks to SMPP 3.4 support. Operators may choose between SIMToolKit client stored on Java-enabled smart cards which provides special user interface and plain SMS version of MIM (no SIM card change required). The system's scalability is achieved through clusterization.

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