

MOBILE VAS CONTENT FOR MOBILE OPERATORS

PRESENTED BY



AN E3X GLOBAL BUSINESS UNIT



E3X GLOBAL GROUP

E3X Global Group is a cutting-edge technology service provider, specializing in **Mobile Platforms, Satellite Communication Solutions & Creative Solutions**. The mobile division mainly focuses on mobile VAS platforms and content development while the SatCom SBU pursue on Maritime and Satellite Communication solutions and hardware. The Creatives arm engage in video, audio and digital productions, advertising and marketing solutions.

E3X WAVE - MOBILE SOLUTIONS UNIT

E3X launched its own Mobile VAS content unit which is called **E3X WAVE**. From its introduction in 2010 E3X WAVE has grown into a full fledged underlying content platform for mobile operators in Sri Lanka serving over 2.5 million daily users.

Currently, E3X WAVE offers a wealth of premium SMS and phone solutions mainly to Sri Lanka, Australia and Singapore.

AKASHVAHINI

LIVE ASTROLOGY PLATFORM



AKASHVAHINI - ASTROLOGY PLATFORM

Ākāshvāhinī™ (Ākāsh – vāhinī) is a word derived from Sanskrit, meaning “raining messages from the sky”. We bring guidance from the divine map of stars which is unique and personal to you and to you only.

When all astrology products stops at a general forecast system using “lagna” (zodiac sign), our team at E3X WAVE wanted something beyond limits. As a result of this out-of-the-box thinking now we are the proud owners of **Ākāshvāhinī™**, world’s first interactive personalized astrological forecasting system designed for IVR & SMS services.

AKASHVAHINI - HOW DOES IT WORK

In a normal astrological product user will have to select their zodiac sign and in return user receives daily or monthly general forecasts. But, in Akashvahni, user can enter their date of birth, time of birth and place of birth, which will return with an output of their “lagna” zodiac sign, and their Horoscope (every planet’s position in the horoscope, Birth Nakath and Birth Dasha). Once the user successfully registers with our system, they can receive daily, weekly or even monthly personalized forecasts in audio or as a text message. These personalized forecasts are generated according to each user’s personal horoscope (their planets’ current position, current Nakath and current Dasha).

AKASHVAHINI - UNDERLAYING PLATFORM

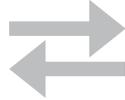
When we started our journey, we wanted a full yet simple forecasting platform which can be easily integrated into any mobile/IVR/text platform, this is the reason we chose this to be a web-service hosted in our server and capable of accepting and responding to simple yet secure **HTTP & SOAP** requests.

Our platform is capable of handling either **on-demand requests** or **pre-registered requests** and respond with secure **XML, HTTPS & SOAP** formats.

AKASHVAHINI - SCHEMATICS (VOICE)



User dials the IVR to Register by entering birth details and/or call the IVR to get his/her daily personal forecast



Mobile Network / IVR sends user details / forecast request to Akashvahini platform and playout the audio forecast sent by Akashvahini server (requests via XML, SOAP or HTTPS)

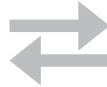


Akashvahini platform create or retrieve user, calculate forecast and return to the mobile operator's IVR platform via SOAP, XML or HTTPS

AKASHVAHINI - SCHEMATICS (TEXT)



Mobile user sends a SMS to REGISTER or to get an ON-DEMAND astrology forecast



Mobile Network forwards the request to E3X AXON SMS Platform (via TI route or directly via a SMSC when applicable)



E3X AXON SMS platform receives and sort requests & forward data to the Akashvahini Platform



Akashvahini platform create or retrieve user, calculate forecast and return to E3X AXON

AKASHVAHINI - FEATURES

■ REGISTER AND CREATE A USER PROFILE

- Using user's birth details, Akashvahini can create a user profile in the server for easy access by any IVR or SMSC

■ GENERATE PERSONALIZED ASTROLOGY FORECAST

- Based on the user details / user ID the system can generate numerous types of forecasts

■ DELIVER FORECASTS USING XML, SOAP OR HTTPS TUNNELS

- Based on the request type, the system can respond using several web protocols or directly integrated with a SMSC

AKASHVAHINI - FORECAST TYPES

■ DAILY FORECAST

- A short personalized forecast about the day ahead

■ WEEKLY FORECAST

- A day-by-day forecast for the whole week ahead

■ PORONDAM (MATCH MAKING)

- Traditional Indian / Eastern match making forecast

■ CHINESE ASTROLOGY FORECAST

- A periodical forecast based on the Chinese astrological system

■ NUMEROLOGY

- Traditional Numerology forecast based on the date of birth

■ WESTERN ASTROLOGICAL FORECASTS (DAILY, MONTHLY, YEARLY)

- Forecasts based on the date of birth, specially for users without time of birth and who wants a more western approach

THE CONTENT VAULT

A COMPLETE VAS CONTENT COLLECTION



E3X WAVE - THE CONTENT VAULT

E3X WAVE team is always on the look-out for concepts and ideas from our nature. We believe that nature has the best ideas and anyone smart enough to look or listen closely to it will create marvels.

Few of our main content categories, available in both audio & text formats

- * **RING TONES** (MP3 FULL TRACK)
- * **JOKES**
- * **COOKING RECIPES**
- * **FOREX DATA** (HTTP/WEB BASED SERVICE)
- * **NEWS ALERTS**
- * **MUSIC & SONGS** (RBT & CRBT)
- * **DAILY TIPS** (MOTIVATIONAL, LIFESTYLE, STRESS RELIEF & ETC.)
- * **ENTERTAINMENT & ROMANCE**
- * **INFOTAINMENT** (WOW FACTS, HISTORY TODAY, TECHIE & ETC.)

E3X WAVE - THE CONTENT VAULT

E3X WAVE provides all content necessary for your current IVR setup or E3X is capable of setting-up a new IVR setup at your location for the said services, updated in accordance to the same listed schedule.

The future of the mobile phone is value added services, thus introducing creative and captivating services to the consumer generates more revenue.

We would like to humbly request your VAS team to give us a chance to meet in person and discuss VAS services which will fit your market.

THANK YOU

WE HOPE YOU MANAGED TO TAKE A PEEK
INTO OUR MOBILE VAS WORLD...

PLEASE CONTACT OUR WAVE TEAM FOR MORE INFO

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