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Activating the Idle Screen

August 4, 2010  ricardojsaraiva

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Activating the Idle Screen

We recently researched and authored an Extensive research paper on the subject of active idle screens, that is, the technology That turns the 'front page' of the phone into an 'active' real-estate is discovering, searching, Promoting and advertising services. I expect the market value of this real-estate to rise very quickly. Why? Put simply, the idle screen is the start and end of each and every user of the journey and such is the prime inventory in the phone. This is uncharted and Relatively Virgin Territory for Mobile Operators, Manufacturers, content providers and advertisers who are keen newcomer to exploit the one-billion-a-year piece of the real-estate that is more personal than most other consumer electronics toys. Active idle screens (AIS) is a busy market, too. Some 15 vendors are now offering AIS solutions, deployed by over 10 mobile operators to date, with Alltel, Orange, T-Mobile U.S. and Vimpelcom Being behind the Most Innovative and aggressive deployments.

The research paper, Activating the Idle Screen: Uncharted Territory was commissioned and published by Informa Telecoms & Media at last month's Handsets World conference. Before I dig into the findings of the research, here's some more teasers. Over 1.5 months, and I interviewed George Voulgaris Nearly 20 companies: Abaxis, Acrodea, Aditon, Adobe, Amobee, Celltick, Ikivo, IntroMobile, Motorola, Nokia, Onskreen, Openwave, Orange, Qualcomm, Tegic, Webwag, and Zi Corporation. Our favorites? Finding out about Nokia's Ad Connector (Nokia's big push into advertising) as well as Alltel's Celltop, and T-Mobile's MyFaves (the Most Innovative Uses of handset customization by operators today).

Why the Idle Screen?

"The idle screen is the starting and finishing point for all tasks Associated with the mobile phone; Whether making a call, sending a text, checking to see if the voicemail has arrived or downloading the ringtone, the idle screen precedes the user journey and Concluder Involved in performing each task. As a result, the idle screen has two important properties. Firstly, it is the 'application' Within The handset that is most visible or Often that is active for the VAST majority "of the handset's lifetime. Secondly, the idle screen is the least intrusive on the handset medium for presenting promotional or informational messages. As a result, the idle screen Has Been widely used by mobile operators and handset Manufacturers to Provide branding elements and static links to mobile services, such as the WAP portal.

However, the idle screen need not Necessarily Be static; In fact, adding interactivity elements into idle screen makes it anything but idle. Indeed, active idle screen solutions address three real challenges Can mobile services and handsets That are currently facing, Namely:

- Handset and complexity featuritis Which Impacts the ease of use of handsets
- Poor access and discovery of mobile services, due to the long click-distances Associated with the location of These services.
- Inadequate means for service promotion and advertisement "









Some history: the idle screen past and present

"The active idle screen market has come a long way in the last few years. The market has Been Led by Abaxis IntroMobile in 2002 and 2004 who deployed in handset-based AIS with operators Orange and SKT respectively. Zi's Qix and Qualcomm's products uiOne Were Announced In 2005, But only Achieved customer wins with idle screen products in 2007. In early 2006, was first shipped SCREEN3 the part of Motorola handsets and later in the year Onskreen deployment secured with the operator Airtel in India. In the SIM-based active idle screen market, first launched ITS Celltick LiveScreen Media solution with Hutch India in 2002.

Clearly 2007 is the Year When the wave of vendor announcements Have hallmarked the establishment of the active idle screen market. Aditon U-Daily, Adobe Flash Home, Nokia



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« Jan

ricardojsaraiva

-  I just Became the mayor of INFINITYCONNECT on @ foursquare ! <http://4sq.com/b2uLZp> 1 hour ago
-  I'm at INFINITYCONNECT (Rua Jau, Lisboa) <http://4sq.com/e6qmem> 1 hour ago
-  A pleasant afternoon with temperatures in Lisbon. The sun helps. 1 hour ago
-  Is preparing the Avenida da Republica in Lisbon to take a new deck. 1 hour ago
-  RT @ igtecnologia : iPhone, Blackberry and Android tied for the installed base in the U.S., says study <http://bit.ly/e2tVJM> 1 hour ago

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50 channel ideas **Cell Broadcast** Cell Broadcast Airtel

Advertising Connector, MobiComp's ActiveTicker, Openwave Mobile Widgets, Tegic T9 Discovery Tool and Webwag's Mobifindit and all Mobidgets Were Announced in early 2007. "

The vendor shoot-out

"There are Nearly 15 software vendors today who specialised in active idle screen solutions; Abaxis Mobile Desktop, Aditon U-Daily, Adobe Flash Home, Celltick LiveScreen Media, IntroMobile IntroPad, Nokia Ad Connector, Onskreen Fusion, Openwave Mobile Widgets, Qualcomm uiOne (on idle screen), Tegic T9 Discovery Tool, Webwag Mobifindit / Mobidgets Zi and Qix. Access Netfront Dynamic Menu and MobiComp's Active Ticker AIS solutions are further queries. Last but not least, Amobee produces the Handset API (HAPI) SDK for insertion of banner and interstitial advertisements into handset applications, including the idle screen. "

The next table taken from the AIS report compares solutions in terms of deployment track record and features (platform, access method, and promotion capabilities). Each one of These vendors is reviewed in detail in the paper. In this environment it is important to Understand the boundaries of the AIS solution space, ie Which is best suited purposes it is and it does not Which address. To accomplish this, it is important to Establish a frame of reference across other customization solutions, on-device portals Namely, AIS and skinning solutions, and ascertain what Are The Defining Characteristics distinguishing traits of each and solution space, and last but not least, Between the points of parity them. Very few software vendors cover more than one solution space. For example, uiOne Can Be Used to implementable deep skinning, on-device store-fronts or idle screen-based promotion solutions. A few on-device portal vendors offer idle screen replacement capabilities, most mportal Notably, Whose Springboard ODP client sits on the idle screen of Disney Mobile handsets and HAD Cibenix who launched an idle screen-based dashboard on some handsets launched by ONE operator in Austria .

The next table compares the use cases and Contrasts, revenue sources, technology and Other Characteristics of distinguishing three approaches: Active Idle Screens vs On-Device Portals vs Themes & Skins.

The deployments

	Themes & Skins	On-Device Portals	Active idle screen
Usages	Branding	Branding, discovery and delivery of content	Branding, zero-click access and discovery of services and handset features, advertising
PC equivalent	Windows styling and appearance	iTunes application	Google desktop, Apple OSX dashboard
Revenue source	Increased brand awareness	Store-front downloads	Content impressions or click-through to content
Present during	Idle screen, menus and some apps	1-2% of user journey (only when launched)	Majority of the user journey
Access	Not applicable	3-6 clicks (min. 5 seconds)	Zero-click (0 seconds)
Technical medium	Skins	Dedicated application	Idle screen replacement application
Client platform	Skin framework	Java or Open OS application	Native applications (Open OS or RTOS)
Technical dependencies	Handset-specific	Standalone application connecting to content server and to an offline cache on the handset	Integration with 10s of handset features, e.g. email, address-book, battery level, GPS
Addressable market	Most handsets (but handset-specific)	Java and Open OS handsets	Open OS* and some real-time OS handsets
Vendor examples	Nokia Carbide UI theme edition, uiOne	SurfKitchen, mPortal Nellymoser, Streamazzo, uiOne	Abaxis Mobile Portal to Zi's Qix (see section B)

*Note: * While it is possible to replace the idle screen on Open OS (S60, UIQ and Windows Mobile) handsets, doing so often requires manufacturer consent. Very few J2ME handsets today allow Java applications to take over the handset idle screen, although this functionality will become more widely available in 2008 with the adoption of MIDP3.*

SIM-based active idle screen applications can project text messages on the idle screen and present a trade-off between a very large target addressable market against the limited range of use cases (typically content promotions comprising of text and basic graphics for use in developing markets).

Source: Informa Telecoms & Media

"To date, Alltel, Vodafone Germany, Orange UK, SKT, T-Mobile U.S., Portugal and TMN Vimpelcom Have deployed some form of AIS products. Deployments of These, it is worth crediting Orange with the highest number of handset shipments with embedded clients, with the highest Vimpelcom number of clients deployed on-SIM, Alltel with the most active idle screen product personalisable and T-Mobile U.S. with the first AIS product designed to boost voice ARPU. "

See the research paper for case studies of seven active idle screen product deployments, Alltel Celltop Namely, Motorola SCREEN3, Orange Homescreen, S60 Active Idle, SKT 1mm, T-Mobile MyFaves and Vodafone Live! Cast. These case studies cover BOTH manufacturer and operator-led AIS deployments, spanning North American, European and Korean markets.

The challenges ahead

"Despite the flurry of announcements, AIS products are still part of a nascent market, BOTH in terms of technology maturity and the commercial route to market. There are four fundamental challenges all AIS products Will Have to address:

- Idle screen replacement Requires integration of the software with AIS have Relatively inaccessible of APIs (application programming interfaces) Which are only available to third

Cell Broadcast Bercut bsnl cell broadcast Cell Broadcast Center Cell Broadcast Eurotel-CZ Public Warning in Cell Broadcast Cell Broadcast MegaFon MTC TOUCH Cell Broadcast Cell Broadcast Service broadcast cell sfr cellcast Celltick clear dialog and cell i-cell ICB - Bercut idle screen **Celltick Live Screen** MegaFon mobifon Live Info launches mtn mtn zone 's MTN Zone one2many orange Orange PL Portugal Public Warning Service Safaricom Se Liga sesolos zone Telemig Tmn Tmn regional live vodacom Vodafone vodafone connex

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- Yebo4Less Yebo4Less Prepaid and Top Up - Yebo4Less 100% Discount
- Talkamo Tariff Plan
- Ideas Channel
- Cell Broadcast Service (Cell information / Information service)
- Mobifon Live Info
- С чем едят "Хамелеона"? "Билайн" фарширует сервис информацией / СОТОВИК
- Megafon introduces emergency SMS alerts
- Cell Broadcast Era - Poland
- How to successfully use mobile for location-based marketing

Visits

- 3.437 visitors

parties subject to manufacturer approval ". This Implies That the AIS technology is mostly accessible to companies with strong relationships with handset and operating system vendors.

- Deployment remains a challenge for all handset applications. The AIS solutions such Will Rely on operator or manufacturer backing consent in order to secure distribution volumes.
- Any form of pre-sales handset customization Can Easily impact the time-to-market. Since active idle screen products Imply Significant Modifications to handset software, solutions AIS Constantly Have to trade off the scope of customization Against The time-to-customize.
- The idle screen touch Represents the cardinal point of the end user with the handset manufacturer brand. The such, handset OEMs are Particularly wary of the risk of brand dilution and third party control points That Can devalue Their business proposition. "

Opportunities

"The is the future, there is no doubt That the idle screen Represents the primary real-estate search for service and promotion. It lies at the confluence of mobile operators, handset Manufacturers and media publishers. Within such highly prized Territory, it is clear That plenty of Opportunities exist, But Will Be challenged execution by many turf wars. The Commercial Solutions That Will Be Will Be Those most successful manufacturer Interests That reconcile with Those of operators and service providers extend into media and publishers for lucrative revenue share agreements. Moreover, unlike on-device portals, the idle screen Willi Also Be Used To Increase ARPU voice, rather than pure advertising date or revenue. "

Source: [http://www.visionmobile.com/blog/2007/06/activating-the-idle-screen /](http://www.visionmobile.com/blog/2007/06/activating-the-idle-screen/)

  Cell Broadcast idle screen

Cell Broadcast

 August 4, 2010  ricardosaraiva

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The Cell Broadcast is a service offered by several mobile operators based on technology that allows messages to be broadcast to all mobile devices and similar devices within a designated geographical area.

The Cell Broadcast allows messages to be communicated to multiple mobile phones that are located within a certain area of network coverage at the time that the message is issued.

Through access to various service channels can obtain useful information such as name of the locality, local traffic, weather information, the pharmacy service, the closest hospitals, carrier promotions, advertising, among others.

In Portugal

In Portugal, Telecel was the first mobile operator to exploit the potential of the GSM network with the issue of broadcast messages. Later, to join one of its discount packages, call TMN followed her example by creating, however, only one information channel. Optimus has resorted to temporary activation of the service during the Games 'Euro 2000', but soon gave up the use of this technology.

In recent years, with the change to Vodafone Telecel, the new company decided to disable most of the information channels of the diffusion cell, arguing that new technologies will replace the network advantages of cell broadcast channels. Today, it is known that besides not replace, the goal was simply to move to charge customers the information disseminated on the network.

Here are the lists of information channels that operators Portuguese issued:

Channel list Telecel:

- Channel 01 - Index of the channels
- Channel 13 - Games (Lotto and Totobola)
- Channel 14 - Sports
- Channel 15 - News
- Channel 20 - Hospitals
- Channel 21 - Counselling Services & Support
- Channel 24 - Pharmacy Service
- Channel 34 - Taxis
- Channel 36 - Petrol (24 Hours)
- Channel 40 - Weather
- Channel 44 - Manor Houses
- Channel 50 - Information Cell (Cities)

List of channels in the TMN:

- Channel 50 - Information Cell (Region)



Channel list of Optimus:

- Channel 50 - Goals of the Games 'Euro 2000'

Worldwide


The Cell Broadcast is a technology that has been widely exploited in several countries of the world, staying active in Spain, France, Germany, Britain, Israel, South Africa, Romania, India, China and other countries. In some cases it is fairly long list of active channels, the service being widely used to report the name of the localities where the person is also to publicize and numerous chains of local commerce.

In Romania, for example, has created a service based on this technology (Service 'Compass') that is issued in the name of the place where the customer is - and could be a monument, the name of a neighborhood, or other information more specific.

  [Cell Broadcast cell broadcasting](#) , [cell broadcast](#) , [Optimus](#) , [Portugal](#) , [Tmn](#) , [Vodafone](#)

Cell Broadcast Telecel

 August 4, 2010  [ricardojsaraiva](#)

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The Cell Broadcast service Telecel has been extended out of the Expo area. Customers who activate this service, you can now have access to the messages sent by Telecel on Expo and beyond. Already, institutional pass messages like: "Telecel, wherever you are, is there."

Telecel, through its service Cell Broadcast, is to disseminate information on the Pharmacy Service of the area where we are.

Telecel has made available since the first day of October, information on the Pharmacy Services through the channel 24 of the Service Cell Broadcast which now, after the Expo, transmit other information.

The Cell Broadcast Service Telecel has made available since Oct. 27 about:

Telephone No. of Central Taxis Lisbon

Radio Taxis

Autocoope

Rossio Taxis

Telephone No. of Hospitals Lisbon

Sta. Maria

S. Joseph

Capuchin

Sta. Marta

The Cell Broadcast Service Telecel provides information on the number of phones of Central Taxis. These numbers are no longer fixed network, as in the beginning, the network now numbers Telecel.

Ex: Radio Taxis => 0931 978 1000; Auto Coop => 0931 978 000.

The Cell Broadcast service Telecel has started to provide telephone numbers (fixed network) of lines of human help: SOS Child, SOS Pregnant; Lifeline and Victim Support.

The Cell Broadcast Service has been extended to some other areas. Right now the areas covered are: Lisbon, Santarem, Leiria, Coimbra, Castelo Branco, Coimbra, Aveiro, Guarda, Viseu, Porto and Funchal.

Telecel ensures that this service will be soon extended to the whole territory.

With respect to information channels, Telecel currently has eight channels:

13 Totobola and Lotto

14 News Sports

15 General News

20 phone number nearest Hospitals

21 Advice and Support

Pharmacies on duty 24

34 phone numbers to call for Taxis

36 supply stations open 24 hours

Telecel is already available to their customers, 8 Cell Broadcast information channels. Channels 20, 21, 24, 34 and 36 are regional, while the others are national.

Currently 16 channels are contained in the GSM Cell Broadcast, each identified by a numerical code.

The complete list of these channels is:

- 00 Index
- 10 Newsletters
- 20 Hospitals
- 22 Doctors
- 24 Pharmacies
- 30 long-distance road information
- 32 local road information
- 34 Taxis
- 40 Weather
- District 50 (identifying the base station)
- 52 Information related to the network
- 54 GSM Services
- 56 Enquiries (National)
- 57 Enquiries (international)
- 58 subscribers Services (National)
- 59 subscribers Services (International)

It appears from this table that Telecel uses only 8 of the 16 channels assigned to mobile broadcast and that the overwhelming majority of the listed services is indisputable interest, especially for those who use mobile phone at work.

Some people might hastily assume that much of the information distributed at the cell broadcast is useless. Know there are certainly countries where news and updated information about traffic, roads and the time left to rely almost exclusively listening to the radio station, as also happens in Portugal.

This and other information has served to attract sympathy and audience of subscribers, because it is directly sent by the stations for mobile phones connected to the network operator with whom they have agreements to exchange services.

Telecel launched the Cell Broadcast service in the Algarve. Algarve information is available on:

Lotto and Totobola;

Sports newspaper titles;

Football results;

Titles of newspapers;

Pharmacy service;

Mobile nearby hospitals;

Counselling and support;

Taxis;

Petrol stations open 24 hours.

The Cell Broadcast service can also be picked up by foreign users, roaming, have opted for Telecel's network.

Telecel has expanded service Cell Broadcast to Douro Litoral, Tras-os-Montes and Alto Douro Baixo Alentejo passing thus to be available in 70% of the country.

The Cell Broadcast service Telecel already provides information on meteorology (weather, winds and maximum daytime temperature in Lisbon).

The Cell Broadcast service Telecel, since last week, allows receiving free weather information (weather in the region where the customer is in reference to cloud cover, wind and temperature). Runs through the channel 40.

The Cell Broadcast Service Telecel was available throughout the national territory, with the expansion to the districts of Évora, Portalegre and Setúbal, and the area northeast of Lisbon.



[Cell Broadcast cell broadcasting](#) , [Cell Broadcast Telecel](#)

Telecel provides daily information on the Expo



August 4, 2010



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Telecel provides daily information on the Expo.

Cell Broadcast service that allows free access to information in text format, broadcast over the network.

The texts are sent to selected geographic areas being received by any customer who is in that same area and activate the service on the phone.

The data is accessed are varied and include information of a general nature or location, on specific issues and coming from different channels (detailed data on major events as well as prices, means of transport and car parks). The contents may vary according to geographical area where the customer is located.

At the moment the service is available at the Expo and the surrounding area, and the information disseminated by a channel number.

Foreign visitors who are roaming in Portugal may also receive the broadcast messages, provided they are registered on the network Telecel. Information can be in Portuguese, Spanish or English.

Telecel has put in place (June 15) in the pilot phase, the new Cell Broadcast Service.

What is it?

This service allows customers to Telecel receive on your mobile phone automatically and without any subscription or request information in text format that is being broadcast by the network.

The Cell Broadcast Service is a very new technology and Telecel is one of the first operators in Europe to use it.

Consists of sending messages in the form of 'transmission' (from one sender to many receivers), being directed to specific geographic areas and not to a specific user or set of users.

Messages can be received by any client who is in the area of diffusion and have correctly activated the service on your phone.

By entering the diffusion cell, Telecel is likely to provide their customers with various information, whether general or local.

This technology allows you to receive information on specific topics in different channels as well as local information, which may vary depending on the area where you are located.

The content of the information received will depend not only on the area as it is received, but the selected channel. Each channel is characterized by a number and provides information on a particular topic.

At this early stage is to use channel 1, which is transmitted in the area of the Expo grounds and surrounding areas, information about activities that are taking place there throughout the day.

Telecel Customers can already start to use this service. Foreign visitors who are roaming in Portugal may also receive free the broadcast messages, provided they are registered on the network Telecel.

What is needed?

To receive broadcast messages, the client will:

- have a device that supports Cell Broadcast
- activate the phone service Cell Broadcast
- select the correct channel
- be in the area of diffusion
- have the phone connected and registered in Telecel network when the message is sent.

Below is detailed information in order to enable them to satisfy these five requirements.

Which phones support the service?

Audiovox 680, 700

Ericsson GH/GF388, GA628, GH688, GF788, GF768, SH888 *

Maxon MX-3000, MX3204

Motorola D160/D170 (Modulus), D460/470, Flare Premier, StarTAC 70/85, SlimLite, 8400,

8700, 2500, 2700

** Nokia 3110, 5110, 6080, 6081, 6110, 8110, 8110i, 9000, 9000i

Philips Spark, Say, Genie, Twist

Sagem 725, 730

Siemens S10, E10, S8 *

Notes:

* = Not yet sold;

** = The diffusion cell is only supported by some versions of this phone.

How to active service on the phone?

Procedures to be implemented depending on the equipment used. In most models will need to choose the Messages menu and within this, or Cell Broadcast Information Service or the relevant

option. The phone will then present the options On / Off or On / Off (or equivalent)

How to select the channel?

As in the previous paragraph, the procedures depend on the equipment used. In most models, to activate the service is requested to indicate the channel number. You will then need to select the desired channel, in this case the channel number 1.

Note however that some phones (eg Philips Tell or Twist) do not select the channel, receiving messages transmitted on any channel.

Other phones, like most of Ericsson, Nokia 6110 and Sagem 730, allow you to enable multiple channels simultaneously, although currently this is not necessary, since only information is being broadcast on channel 1.

The other phones such as Motorola, Siemens S10 or Nokia 8110 allow only activate one channel at a time, although some of these models for defining multiple channels for later selection.

What is the area of diffusion?

In this first phase, the area of diffusion is restricted to an area of Expo 98. You do not enter the enclosure of the Expo, as anyone in the surrounding areas (eg the new season of the East) will also receive the broadcast messages (provided that comply with the procedures described in previous paragraphs).

In the future, depending on the results obtained during this pilot phase, the main distribution area will be gradually extended.

What are the hours of broadcasting?

Currently, messages are sent 24 hours a day, so any customer who moves to the area described in paragraph 4 may receive the messages.

These are sent periodically every few minutes, so when a client can only connect the phone after sending a given message can receive it a few minutes later, at the next court.

Fees:

Free to all customers Telecel.

Information available for inspection:

At this stage only available information on the Expo 98, particularly on the activities that take place in the Exhibition hall during the day.

The information is updated several times a day.



Most devices only receive messages up to 93 characters, ignoring the rest of the text in the case of longer messages and for this reason, at this stage are only being sent messages with a maximum of 93 characters, so as to permit its reception and reading on all phones that support the service.

Out of curiosity, it is noted that the length of messages can reach 1395 characters, however the messages with this length will only be received in full by some top models (eg Nokia and Ericsson GH688 6110, among others) .

User:


Once tuned to the channel chosen the phone just wait for the arrival of messages. These arise directly on the phone screen and can be read using the phone keys (usually arrow keys).

Some equipment performs the automatic storage of messages for later viewing. However, messages are saved in the equipment and not the SIM card and disappear automatically when the phone is turned off (but only when the user leaves the coverage without turning off the phone).

  [Cell Broadcast Telecel provides daily information on the Expo](#) , [Cell Broadcast](#) , [Cell Broadcast Vodafone](#)

OrangeAlive

 August 4, 2010  [ricardojsaraiva](#)

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OrangeAlive

Orange launches 'OrangeAlive' -the world's first personalized, interactive cell broadcast service

Hutchison Essar affiliated companies in India Announced today the launch of 'OrangeAlive', the world's first personalized, interactive broadcast service in the simultaneous introduction across Mumbai, Delhi, Kolkata, Chennai, Gujarat, Andhra Pradesh and Karnataka. OrangeAlive marks a

quantum jump in Utilizing cell broadcast technology To Deliver a wide range of text-based infotainment services. In this application, the cell broadcasts a short message That Arrives unobtrusively on a subscriber's phone, and Should the consumer wish to Participate or seek more information, follows it up with a detailed message and richer content. The service was launched jointly by Asim Ghosh, Managing Director of India Operations and Orange Yossi Wellingstein, Chief Executive Officer, Celltick, in Mumbai today.

OrangeAlive a product is made simple by the use of sophisticated technology and elaborate back-end processes. Messages are Delivered Simultaneously to the large number of mobile phones at a frequency of one message per minute. These messages directly land up unobtrusively on the mobile phone screen without even a beep or a flash of light. Should the consumer Happen to glance at the message and respond to it, does it Become an interactive utilization of the service. The consumer of course Can activate and de-activate the service anytime he wishes Simply at the touch of a button using his handset.

Content is get the other mainstay of the service. Key areas of content are News, Cricket, Entertainment, Fun Zone, Astrology, Lifestyle and Promotional Offers. Within These, Several sub-heads are covered, such as international news, sports news, movie reviews, local events, ring tone downloads, games, polls, etc.. The endless list Can Be and in time, Can Be fine tuned to reflect consumer preferences. Considerable skill is required to Programmer fresh content EVERY day so that it remains live and Relevant to the Consumers. And Should the consumer wish to interact with any message, Greater information is Delivered to him using Several linkages including SMS / voice / WAP.

OrangeAlive makes the mobile phone far more powerful and interactive than it has ever been before, making the phone literally come alive. It is the newest way of making Consumers Our stay in touch with what is happening around Them.

OrangeAlive Comes to Consumers at no extra charge. The cell broadcast messages are free and Should the consumer wish to Initiate a transaction, only regular SMS / voice / WAP rates are applicable.

This service works on most phase II + and new handsets and requires a special OrangeAlive enabled 32K SIM. The SIM has the additional advantage Also of an extended phone book memory of 250 entries. While all new Orange SIMs are OrangeAlive enabled, the SIM Is Being Offered free to existing Orange Consumers till March 31, 2003 under a special exchange plan.

Commenting on the launch of OrangeAlive, Asim Ghosh said, "The real strength of OrangeAlive is the way it is Delivered - Silently, simply, without disturbing the user or his or her clogging message box. This is interactive permission marketing at ITS best. This stems from our philosophy of Simplifying user experience. This is another instance of Hutchison Being the frontrunner in using technology to Simplify and Deliver value to customers rather than thrusting ITS technology on Them. We are proud to be the "first company in the world to deploy this application."

Speaking on the launch of the interactive broadcast service, Yossi Wellingstein, said, "We are happy to partner Hutchison, Continuing Our overall relationship, and deploying the first broadcast interactive application in the world. The way this technology makes a wide range of infotainment content available, without disturbing the user, is unique. In India, We Have an exclusive arrangement with Hutchison. Also we are working with Several Other international operators in the UK, China, Portugal and Israel. "

  Cell Broadcast cell broadcasting , orange alive

TMN Regional

 August 4, 2010  ricardojsaraiva

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TMN TMN Regional has the service, which allows a client TMN (PPP or PPS) may, upon payment of a monthly fee of € 1.55 (in adherence to this service, the first two fees are free), make calls voice to the fixed network in Portugal Telecom with a 50% discount on the normal price of the call, since he may be (physically) in the area covered by the code of the target number of Portugal Telecom.

For example, when a client who has joined the TMN service is in Lisbon and calls for a number of PT Lisbon (21XXXXXXX) is entitled to 50% discount on the cost of the call. If this customer to move to the area of Castelo Branco (272XXXXXX), gets the same discount when you call numbers with the prefix of PT 272. This means that, wherever he moves, the discount to "pursue" Customer TMN. **Note that Optimus and Vodafone does not provide this service.**

* MEMBERSHIP:

You can join the Regional tmn in www.tmn.pt or by calling 12045 from your mobile phone wmt and follow the instructions you will be given (free call).

Notes:

1. The service tmn Regional applies to all national voice calls, excluding calls made from voice mail and call to service and / or destinations with fares themselves.

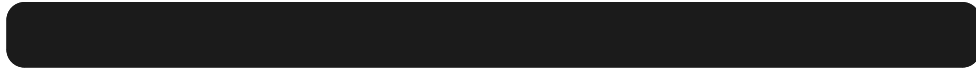
2. The discount service tmn Regional can not be combined with other discounts tmn, and in the case of overlapping discounts, the discount applied most customer-friendly.
 3. In the forwards is not given it to the Regional tmn, except for clients of Price Plans, the forwards missed calls or when the phone is busy.
 4. Discount Service Regional tmn is not assigned to calls made to numbers in the VIP group.
- INCOMPATIBILITY S** * May not adhere to the TMN Regional Club card accounts Sync, TMN Enterprise and Business Customers with other special conditions. For clients of TMN minute packages, discounts apply to communications made outside the ceiling. The discount service TMN Regional can not be combined with other discounts percentage (Ex.: Top 3). Should you be eligible for more than one discount, only the largest of which will be applied.



*** USE:** The use of TMN is based on the Regional Service Cell Broadcast, which allows the Customer to know in which area (indicative) of PT is. Customers will be well on your terminal display a message like: "21 Lisbon", "272 White Castle," etc.. Thus, if the Customer has subscribed to the service gets to know you can make calls with 50% discount for numbers indicative of this PT with the display. To activate the Cell Broadcast service at your end customers can consult the manual of the equipment or call the line "TMN Mobile Guide", through 96 in 2277. Some reasons why customers may not receive information on the area code where are the following: the phone does not support receiving this information, the customer is talking on the phone, the customer is not at least four minutes in same cell / area. Customer service has acceded to have the discount on the calls you make to the numbers on the PT area where the message regardless of whether or not available on the phone display.

ALERT: Cell Broadcasting Service does not work in the municipalities of Sintra, Cascais, Oeiras, Amadora Lisbon and the South Bank derived the incompatibilities between the Cell Broadcast Center that has the TMN and the BSC's provider Alcatel Network.

TMN does not support sending messages to cell broadcast in UMTS, nor will perform maintenance on the new service in order to have emissions in the GSM BTS that do not emit, Lisbon for example are 80% of the BTS without issuing information. TMN indicates it will not do any further investment in this service, customers being harmed by users of this service levies wrong by not knowing the area code for which you have the discount for making the call. The response of TMN is that customers should be aware to check the invoices. Possible errors in taxation will be many, the client will have no way of TMN prove. That is, the customer will always be tainted and injured, although the NMR indicates that the client is always well priced, which is not true for tests I realized itself in various parts of the country


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Responding to a Mail sent to the Ministry of Internal Affairs in 2008

 August 4, 2010  [ricardojsaraiva](#)

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“ Following your email, I attach some information that reflects the state of the art "in Portugal and in Europe.

The information system for the population "cell broadcast" is currently in final testing in the Netherlands and is expected to enter into full operation during 2009. In the EU only the UK is, for now, to conduct tests in order to replicate the Dutch experience.

Most countries of the EU uses, such as Portugal, redundant and complementary mechanisms to alert the population, including sirens, pictograms, information in the media, by disseminating information or sms rds or door to door. The choice of system to implement will depend on factors as the type of risk, the characteristics of the population to inform and occupation of territory.

Following the work launched at the European level, during the Portuguese Presidency of the EU Council, is in early stage discussions on establishing a common code of conduct for informing the populations on the territory of the Member States. However, this matter is not consensual, as it may conflict with the public notice practices deeply rooted in many countries.

  [Cell Broadcast cell broadcasting](#) , [cell broadcast](#) , [europe](#) , [holland](#) , [mail](#) , [home affairs ministry](#) , [Portugal](#) , [civil protection](#)

