



# ACTAI WAP PORTAL

The Actai WAP-Portal engine reduces the efforts for VMNOs and Media Companies to generate and update fully customized device optimized WAP pages with dynamic content drastically. Its build-in e-commerce features support revenue generation through mobile content sales and cross selling.

## WAP - Portal Engine

- Customizable Design
- Device-specific rendering
- Flexible Template System for different screen resolutions
- XHTML Encoder / Decoder
- Modular plug-in structure for dynamic content presentation
- Mobile Content plug-in
- DRM
- Pre-Listening
- Chat
- RSS-Feeds
- Message Store
- WAP Payment
- WAP Menu Plug-In

A customized WAP-Portal or site is a must now for every VMNO and Website Operator, the fight for the home pages goes mobile. Mobile Internet access through WAP has become increasingly popular driven by new generation of mobile phones with better device screen resolutions and faster data access com-

pared with lower operator data tariffs.

Successful WAP applications and content require unlike WEB based offerings device specific page generation. The Actai WAP-Portal engine reduces the efforts for VMNOs and Media Companies to generate and update fully customized device optimized WAP pages with dynamic content drastically. Its build-in e-commerce features support revenue generation through mobile content sales and cross selling.



The design of the portal can be defined by XHTML templates and stylesheets for the different screen resolutions. Dynamic content is generated by the Dynamic Content Plugins. The XHTML Decoder / Encoder engine generates the final WAP pages by merging the resolution specific template with the XHTML output from the Dynamic Content Plugins. Multiple Plugins are available for presentation of Mobile Content, News and Multimedia Message Objects.

## WAP Menu Plug-In

The WAP Menu Plugin provides a configurable menu structure for the WAP Portal. It is defined in XML Format and allows to redirect in coming requests to the Dynamic Content Plugins. The plug-in is part of .



the Template Architecture and the layout can be designed by stylesheets.

code containing the actual values from the MSGStore Objects like Subject, BodyText, Image Attachments, etc.

### Mobile Content Plug-In

The Mobile Content Plugin provides Mobile Content presentation and download from a Central Content Database. All common Several Mobile Content types are supported, Ployphonic Ringtones, Real tones Logos, Java Games, Phone Themes, etc.



Preview Images will be scaled according to the browsing device's display size. The device recognition allows to display only relevant content for the browsing device. So for example only Java Games supported for the browsing mobilephone will be displayed.

The Mobile Content Plugin is available for the Actai Mobile Content Management System (MCMS). Other CMS Systems can be integrated on a project bases.

### Mobile Payment

Different Mobile Payment types can be integrated, like WAP Billing, SMS MO and MT Billing, Voucher Billing.

The MSGStore Plugin provides direct access to MSGStore elements like MMS or News Messages via a specific query syntax.

The query syntax can be placed in the XHTML Template Documents and will be expanded into XHTML



### Other Actai Services and Products

#### ● TV Overlay

Actai TV Overlay is a software/ hardware solution that integrates communication channels such as SMS or MMS with TV programs for voting polls, chats or games.

#### ● Mobile Content Services

Actai provides a complete range of value-added mobile applications and services. Our technology is capable of considering the different mobile phone models at the delivery of mobile contents and to optimize the content on it.