

MOBILE APPLICATION PROVIDERS

“Mobile web users will jump from 577 million today to over 1.7 billion by 2013”

Juniper Research,
May 2008

Your application needs broadband to provide the best experience to your users. Can you rely on the bandwidth and transmission quality your user will get through the Cellular data network?

WHAT YOU NEED TO KNOW ABOUT THE CARRIERS:

- Carriers are already struggling to provide enough broadband in areas where Mobile Internet usage is popular.
- In many places carriers are already starting to throttle mobile handset access to broadband, sometimes without even letting users know.
- The “all-you-can-eat data plan” era is about to end – carriers are beginning to cut back on unlimited data plans and soon people will have to start paying by the Megabyte.
- And the bottom line – there is only so much data the cellular networks can transmit over the air, be it EDGE, 3G, 3.5G or WiMAX – the law of physics are already coming into play – and while this bandwidth is being shared by many devices, everyone gets only a small portion. And they can’t just put up more antennas as the demand for broadband grows.

THE WEFI SOLUTION

To really solve the bandwidth problem, your application needs to reduce its “network footprint” as much as possible: communicating through Wi-Fi networks does this—and WeFi makes it transparent.. Your customers won’t need to manually search for open Wi-Fi networks— WeFi automatically connects to Wi-Fi when its available.

- Automatically connects to the best Wi-Fi signal.
- Seamlessly connects to the cellular network (3G, EDGE, etc.) when Wi-Fi is not available.
- Select to use Wi-Fi only for some applications—when user experience and bandwidth consumption dictate Wi-Fi.



BETTER USER EXPERIENCE, INCREASED USAGE



Better bandwidth creates a better user experience, which in turn drives more usage—reducing churn and increasing revenue. Customers experience rich media applications on their mobile devices, with the same quality as a laptop. Unconstrained by the fear of hitting their data plan limits, or racking up huge bills from metered fees, consumers are free to enjoy the Mobile Internet whenever and wherever they want!



Symbian, WinMo, iPhone (coming soon)

WORKING WITH WEFI IS EASY. THREE CHOICES:

Distribute through WeFi
Put your application on WeFi App Store – a **pre-mium Web and Mobile destination for data-intensive mobile applications**. With one click, users will be able to get your app and run it on Wi-Fi.

Wrap WeFi bundle WeFi with your application. Your customers will get your application and WeFi in a single download. WeFi runs as a separate application on the customers device. No development, no integration.

License WeFi license the WeFi SDK and integrate WeFi's powerful connection manager into your application. Your customers will still enjoy your great application, but even more with Wi-Fi bandwidth speeds and affordability

WeFi Palette: WeFi Palette is the Mobile front-end of WeFi App Store. With WeFi Palette your application takes center stage. WeFi allows customers to select from a list of pre-populated palettes (sports, gaming, business, etc...) containing the best applications to meet their needs. Users can also create their own custom palette, or just add more applications right from the phone. The applications are automatically downloaded and made easily accessible from the welcome screen of the phone. With one click, the users connect to Wi-Fi and run their favorite applications.

Start...



Select...



Enjoy!



Automatically connects to Wi-Fi and your favorite content.