



DATA SHEET



KEY BENEFITS

VeriSign Mobile Alerts offer a simple, seamless content solution that will drive data revenues and increase messaging usage. By providing a wide variety of compelling content, VeriSign makes it easy for wireless service providers to position the service favorably with their subscribers:

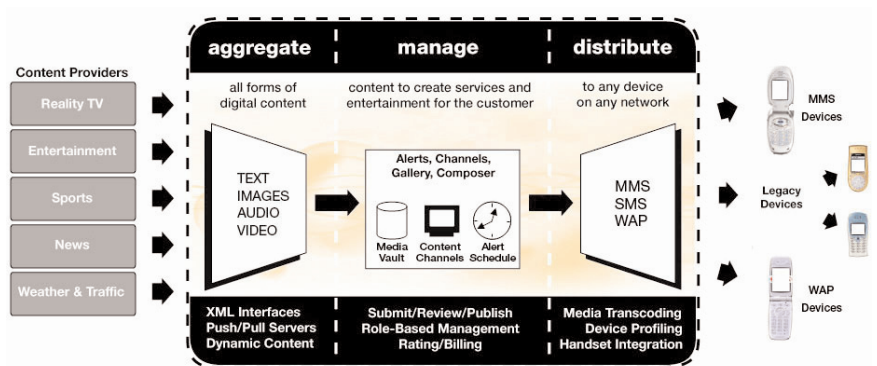
- + Immediate—The latest information on sports scores, prices, news, etc. is sent to the subscriber's mobile device as text, images, or video.
- + Personalized—Alerts can be ordered at specific times of day and certain days of the week, when information is needed most.
- + Customized—Subscribers may register for specific content based upon individual preferences, for alerts including stock signs, team names, zip codes, or star signs, etc.

VeriSign® Mobile Alerts

VeriSign® Mobile Alerts is an intelligent infrastructure service that allows carriers to maximize messaging, content, and data network revenues. Mobile alerts offer both subscription and delivery of mobile content to wireless subscribers. This service supports both dynamic, time-sensitive content as well as static subscription-based content. The value is realized in the delivery of subscription-based content which can include entertainment, weather, news, sports, stock quotes, traffic, ringtones, screen savers, games, and more. VeriSign delivers this premium branded content to the subscriber's mobile device via text or multimedia message according to the unique preferences of each user's mobile device. Content may be distributed either when new information is available (event-triggered) or on pre-determined time intervals (schedule-based).

VeriSign Mobile Alerts allows wireless service providers to maintain full control of marketing services, whether it be via a Web site, WAP site, Short Messaging Service (SMS), Multimedia Messaging Service (MMS), in-store, or by email. By leveraging the core messaging functionality and reporting tools, wireless service providers can view response rates in real time and track subscription usage.

+ Mobile Alerts Architecture



Enables the Operator to:

1. Offer Wide Content Variety
2. Drive Increased Traffic & Revenues
3. Promote Carrier Brand and Loyalty

VeriSign provides carriers and content providers with an end-to-end solution.



Where it all comes together.™



BENEFITS

Fully Managed Service

- + Speeds time to market by leveraging existing platforms and outsourcing alert management and delivery
- + Immediate access to licensed content
- + Lowers risk and provides faster return on investment than in-house solutions
- + Offers web-based reporting on traffic, purchases, and billing detail
- + Highly scalable and flexible architecture

Interactivity

- + Compelling content delivered straight to the mobile device
- + Mobile originated on demand requests by subscribers via text message
- + MMS functionality offers innovative multimedia alerts and compelling image-based content

Optimal Customer Experience

- + User-friendly subscriber access and alert management from the service provider's Web and/or WAP site(s)
- + Superior flexibility enables subscribers to set preferences, such as time and day to trigger alert delivery
- + Value-added service improves end-user loyalty and retention

+ VeriSign Mobile Alerts Features

Platform Capabilities

- + Flexible and scalable technical architecture
- + Web and WAP subscription and content management interfaces available
- + Provides device-specific content media transcoding for best subscriber user experience
- + Subscription management
- + Expansive handset and network support, including Global System for Mobile communications (GSM), Code Division Multiple Access (CDMA), Java,TM BREW,[®] and more
- + Highly scalable to support time sensitive delivery of millions of messages per day
- + Fully integrated with a wide range of content categories and messaging options
- + Secure, web-based portal for viewing traffic, billing, and customer information

Content Provider Interfaces

VeriSign Mobile Alerts integrates with multiple content sources, including streaming market data. VeriSign Mobile Alerts pushes or pulls content from a content provider via a standard application interface (API). Wireless service providers may also leverage their existing content relationships by linking directly to third-party providers for a nominal fee.

Customer Care Interfaces

In order to enable a seamless customer care experience, VeriSign allows service providers to access to their subscribers' mobile alert information. Customer care personnel log into a secure section of the service provider-branded VeriSign Web site and view subscriber relevant data.

Visit us at www.VeriSign.com for more information.