

Browse and Buy

Solutions for Off-Portal Mobile Content Providers



WAP ID

Product Datasheet

WAP is fast becoming the preferred way for consumers to browse and buy mobile content – images, ringtones, video clips, Java games and so on. For content providers, it offers an excellent way to present a wide range of content, update content quickly when required, and have full and immediate control over pricing. Consumers should experience a seamless browse and buy process, and be able to purchase content with a single click.

Content providers need to identify WAP site visitors in order to bill them for purchases, and to personalise the site for returning visitors. Identifying users via a registration process diminishes the user experience and is a barrier to purchase, but acquiring the MSISDN (mobile number) from the WAP session is not possible because network operators do not pass it to third parties.

WAP ID solves the identity problem. For every site visitor, you can find out:

- § their identity and mobile network;
- § the capabilities of their mobile device.

Identify Visitors and Handsets

Identity	This service gives you the identity and mobile network of a user browsing your site. The identity is supplied as an MSISDN (to Dialogue's trusted partners only) or an alias. Either way, you can use the identity to bill the user and personalise the site when they return.
UA Profiling	Every handset has a UA (User Agent) profile which describes its capabilities - make and model, screen size and colour depth, multimedia capabilities (imaging, audio, video, Java) and so on. The UA Profiling service identifies the UA and returns key information to you, enabling you to further personalise the site (for example by showing Java games only to Java-enabled handsets) or repurpose content for the handset (for example by resizing an image or choosing the best ringtone format).

How it Works

Because of its status as a trusted partner of the mobile network operators, Dialogue is able to acquire the MSISDN and UA profile from a WAP session. To obtain the identity and UA profile from a WAP session, a content provider redirects the session temporarily to Dialogue, and then requests the identity via the WAP ID API.

What You Need

WAP ID is available as a SOAP service. Your developers will need a compatible SOAP toolkit (for example, Perl SOAP::Lite, PHP PEAR/SOAP, Java Apache SOAP or .NET SOAP).

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Location Based Services (LBS)

Product Datasheet

Knowing the location of phones is becoming increasingly important in the delivery of mobile content and services. Dialogue's LBS product can underpin the development of your new location-aware services, or can add value to your existing services. For example, it can be integrated into content provider WAP sites to allow delivery of location-specific content.

Locate Phones and Serve Localised Content

Dialogue offers two services:

Location Lookup	Find the location of a phone. You request a location by providing a mobile number. The location is returned to you as a latitude and longitude (or grid reference if you prefer) and radius, defining a circular area centred on the network cell in which the mobile is located. The size of this circle (ie the accuracy of the location) depends on where the handset is. Accuracy ranges from 50m in urban areas, where cells are small, to 2000m or so in rural areas. The mobile networks are refining their location techniques and these figures will improve over time.
Find My Nearest	This service takes the hard work out of computing locations and distances. First you upload a list of places – the name, latitude, longitude and any other relevant information – which the service stores. The service responds to your subsequent requests by finding the place in your list which is nearest to the location of the phone. Find My Nearest provides an easy way to serve localised content. For example, to serve regional content you could upload a list of places representing the centre of each region, then serve the relevant regional content depending on the place returned.

It is currently possible to locate any GSM handset on Vodafone, Orange, T-Mobile, O2 and associated virtual mobile network operators. You do not need to know the mobile network to look up the location, but it is a legal requirement that the handset user opts-in to your location service.

What You Need

The location services are delivered via an API (XML over HTTP). There are no special requirements and the API is easy to develop against.

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