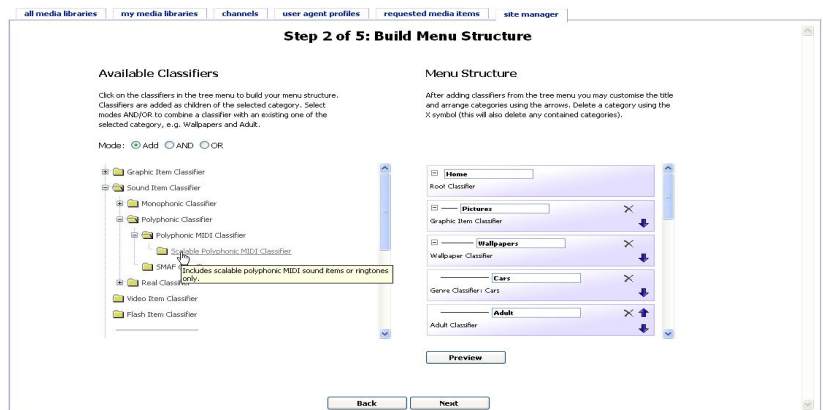


WAP Storefront Builder

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 that content quickly when required, and have full and immediate control over pricing. Consumers experience a simple and seamless process of browsing content and clicking to purchase.

WAP Storefront Builder enables a mobile content provider to build and publish a branded WAP store in minutes, using their own uploaded content, without any programming knowledge. The finished WAP site is hosted on Dialogue’s resilient network infrastructure and you can monitor site activity using the built-in reports.



Building a WAP Storefront

Upload Content	Upload your images, ringtones, video clips and Java games. If your content is already stored in another location, the uploader can fetch it for you.
Create Site	<p>Create the menu structure, organise the content into categories and set the pricing. You have complete control over pricing: you can set prices for the entire site, for each category, or for individual items. Choose how content will be watermarked when users are browsing. Add your branding, terms and conditions.</p> <p>Storefront Builder allows you to customise the site you’ve built, so you can add any other features you need, such as links to partner sites or specialised styling.</p>
Preview	Preview the site exactly as it will appear to users. Storefront Builder has a built-in soft-phone which emulates most currently available handsets, and saves time testing. When you’re happy that the site looks right, you’re ready to publish.
Publish	One click and your site is live!
Update	You can add, remove and re-price content, restructure and republish the site whenever you want to, without disrupting existing browsing sessions.

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Browse and Buy

Solutions for Off-Portal Mobile Content Providers



Getting Users to Your Store

Users can of course key your URL into their phone, but to help you get them to your store more easily, you can:

Create a text-to-browse service	Users text in and receive your site URL in reply. One click and they're at your site. Building a text-to-browse service takes just a few minutes.
Invite opted-in users	If you have a database of opted-in users, broadcast the URL to them with a few clicks from Storefront Builder.

The User Experience

A hassle-free experience is key to getting users to buy content and return for more. People need to be able to find what they want, preview and buy it with ease. Your storefront will provide a seamless browse and buy experience for users.

Browsing	<p>The user browses your content, which is presented in thumbnail form, and can preview it before buying. Previews of images are automatically watermarked for security. If you wish, you can upload short demo versions of your ringtones, video clips and games for users to preview.</p> <p>Storefront Builder supports WAP (ie WML), XHTML and CHTML browsers, ensuring that the widest possible range of handsets is catered for.</p>
Purchasing	Users purchase with a single click on the item they want. There is no need for registration before purchase. Dialogue's WAP ID service is integrated into Storefront Builder and when the user decides to purchase, their identity (mobile number) is acquired from the WAP session.
Billing	<p>The user is billed either by premium rate SMS or directly to their mobile bill via X-Pay, the cross-network mobile payment standard. Dialogue is an Accredited Payment Intermediary for X-Pay.</p> <p>You have the option of giving users download credits if they make a preset number of purchases – for example, you could offer one free download for every three purchased.</p>
Delivery	When payment has been confirmed, the content is placed in an inbox created for the user. The inbox ensures that the content is delivered reliably: the user cannot lose the content if their connection drops whilst downloading, and they can go back to their inbox at any time to try again. Content placed in the inbox can be forward-locked to ensure that it cannot be redistributed.

What You Need

To use WAP Storefront Builder, you need:

- § a WAP Storefront Builder account;
- § PC, browser and internet connection;
- § Content!

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