



*Individuality and self-expression are the order of the day. Let your subscribers express their individuality with customized ringback tones. Let them greet their friends, family and colleagues with songs, sounds, or homemade recordings instead of the old, boring ringback tones. Enable them to surprise their callers with individualized tunes or messages based on caller ID, time of day, special dates or other specified parameters. Give them content and let them enjoy the coolest mobile technology.*

The Canvas® brand covers multiple Converged Services Solutions. These solutions comprise crucial components of the evolution towards Service Delivery Platform (SDP) eco-systems. Each Canvas product offers not only a point solution, but also a building block that integrates well with other Canvas products and numerous solutions from Telenity's eco-system partners.

Canvas® CoolRings™, Personalized Ringback Tone Application, is a member of the Canvas Converged Value Added Services portfolio. It replaces conventional ringback tones with popular songs, recorded messages, corporate advertisements, jokes or any combination of these. With Canvas CoolRings subscribers can:

- Select and personalize individual ringback tones for each of their callers through Web, WAP, SMS, IVR and Call Center Interfaces
- Assign different ringback tones to different callers or group of callers
- Specify different songs for their callers based on the date, day and/or time
- Set personal rules like black and white lists
- Go between ringback tones and ringtones by downloading content to their mobile device from the subscriber portal

- Search a library of artists, songs, recordings or sounds on the subscriber portal. It features TOP 10 most selected songs for ringback tones, as well as, the ability to upload subscribers' own recordings

#### **Network Technology Independent**

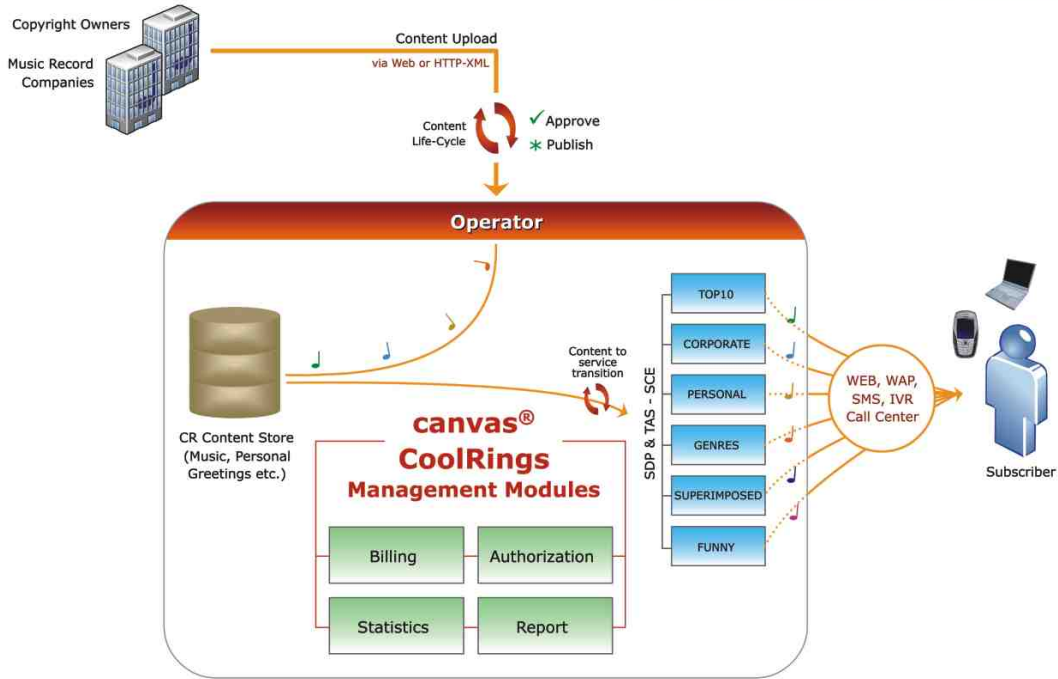
Canvas CoolRings is independent of the network technology for wireless and wireline networks. It works on landline, IMS, GSM, CDMA and 2.5G/3G wireless networks.

#### **Subscriber Handset Independent**

Canvas CoolRings Audio is stored in and delivered over the network. It includes original recordings, not just simple tone sequences. Every caller hears the selection in full, no matter what phone they use. The service is compatible with all mobile (GSM, CDMA, 2.5G/3G) handsets and landline phones.

#### **Digital Rights Management (DRM)**

Canvas CoolRings provides detailed reporting for content access. It tracks the usage of content by subscribers and provides DRM report that is crucial for copyrights to the content providers. Its unique DRM module creates reports that list the number of times each song is downloaded and generates reports on usage to operators and other interested parties. With this feature, Canvas CoolRings acts like a bridge between the operators and the content providers.



### Application Overview

Canvas CoolRings operates on the Canvas CSP, which itself is built on BEA WebLogic SIP Server. This combination provides an industry leading converged services platform that offers great flexibility, rapid service delivery, tremendous scalability, and high performance in any network. Canvas CoolRings supports, Service Node and IN-based deployments.

Canvas CoolRings can also be integrated with the Canvas iCON™, Intelligent Content Management Platform, or a third party solution to allow network operators to engage and manage multiple content suppliers securely and independent of one another.

### Operator Benefits

- Allows full control over the content that is available to subscribers through content life cycle management capabilities
- Supports numerous content types and formats, as well as charging information
- Reduces service provisioning cycle through support of multiple payment models, whether it is subscription based, per-transaction based, or combination of both

### End-User Benefits

- Easy-to-use through Web, WAP, SMS, IVR and Call Center Interfaces
- Supports search for ringback tone content by melody title, performer or category
- Allows personalization of the service through the CoolRings Subscriber List Management feature

### Feature Summary

- Support for multiple types and formats of content
- Quick deployment and ease-of-use for both operators and consumers
- Complete content life-cycle management capability
- Real-time statistics, reports, and analysis of consumer behavior
- Tracking and management of royalties
- Support for multiple charging methods
- Support for billing
- Graphical Service Creation Environment

### Portal Interfaces

- Web, WAP, BREW, SMS and Voice Interfaces for subscribers
- XML interface to existing portal integration
- Subscriber portal for Service and Profile Management

### External Interfaces

- SS7 ISUP with T1/E1 interface
- SMPP and UCP interface for SMS

### OSS Interfaces

- LDAP, RADIUS, DIAMETER, SMTP, SNMP

### Core Platform Technology

- TCP/IP, CORBA
- XML SOAP
- JRE, JDBC
- Java EE, SIP, JSR 116 SIP Servlets
- BEA WebLogic SIP Server

### Operating Environment

- SUN Solaris
- HP UX
- Red Hat Enterprise Linux

