



*Canvas® PFS, People Finder Service, takes mobility and location awareness to a new level. It enables mobile subscribers to receive location information about selected individuals with their consent. Canvas PFS enables a mobile workforce to be more effective, friends and family members to locate each other in crowded or unfamiliar venues, and users to be alerted when close friends are in the vicinity. It improves user experience in the network and creates new revenue sources from consumers and enterprises for the network operators, without compromising user privacy and network security.*

The Canvas brand covers multiple solutions with key components that are optimal for future growth in the evolving next generation networks (3G/IMS). Each Canvas product offers not only a point solution, but also re-usable building blocks that seamlessly integrate with other Canvas products as well as with Telenity partner solutions.

Canvas PFS is a member of the Canvas Converged Value Added Services portfolio. It is a location-based social networking application for GSM/GPRS and CDMA/1XRTT networks. It allows users to locate and communicate with their colleagues, friends and family members who use the same mobile network. Canvas PFS supports opt-in as an essential component to guarantee subscriber privacy, as well as, other anonymity features such as aliases and code words to prevent the subscribers' actual phone number, or identity, being displayed to unauthorized users.

Canvas PFS allows users to get their bearings and find their colleagues and friends easily on a map with enhanced mapping functionalities. It also supports geo-coding, reverse geo-coding, routing information and displaying Point of Interest.

Canvas PFS brings a new meaning to collaboration in the mobile workforce. Other features of Canvas PFS include the following:

#### **Advanced Buddy List Management**

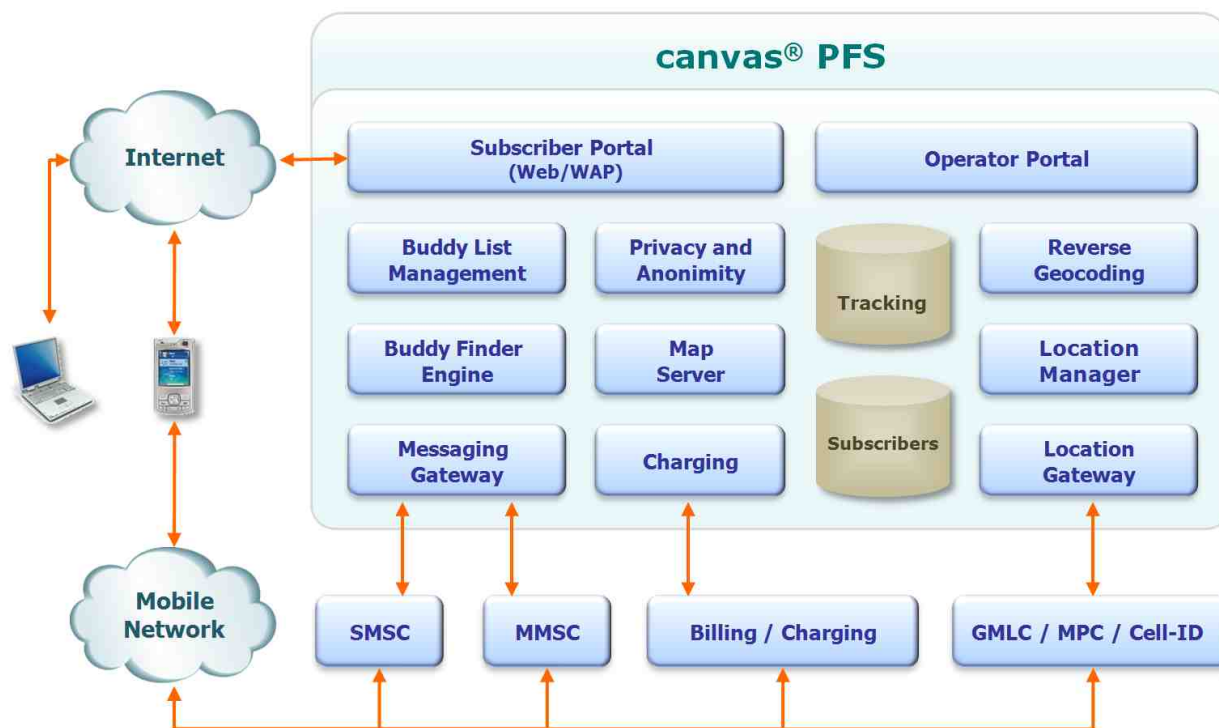
Canvas PFS enables subscribers to create and manage buddy lists, allowing them to add, delete or modify entries with ease. Users can maintain and manage multiple buddy lists, for instance one for work, another for family members, yet another for a book club.

#### **Strict User Privacy Control**

Information safety is a vital feature in Canvas PFS. The system ensures user privacy by giving them the confidence that their location information will be disclosed only to individuals to whom they have consented. The privacy management function enables service providers to give full control into the hands of the subscribers, without creating privacy concerns. Canvas PFS also offers black list feature for additional user privacy.

#### **User Friendly Service Personalization**

An intuitive point-and-click subscriber portal allows users to manage their buddy lists and privacy settings. Even within each buddy list, users control who can receive their location information and who cannot. Users can also SMS and WAP to modify their profiles and buddy lists. These user friendly interfaces increase the utility and the penetration of the PFS service.



### Product Overview

Canvas PFS resides on the telco grade Canvas Location Gateway. Canvas Location Gateway interfaces with mobile network GMLC (Gateway Mobile Location Center - GSM networks) and MPC (Mobile Positioning Center - CDMA/TDMA networks) network elements to obtain the users' x and y coordinates. The service can also obtain location information using cell-id details from operator's HLR where GMLC/MPC is not available. Canvas PFS then processes this information to provide the requested services to the users in near real-time. It can overlap graphical map information, street names and points of interest for an easy-to-read user interface.

Canvas PFS also provides the necessary subscriber management system, portal and messaging interfaces – USSD, SMS, WAP - to allow users to define buddy lists, to control their anonymity and privacy settings. With its strict service logic, Canvas PFS guarantees user anonymity and privacy during the delivery of its services.

Canvas PFS is a forerunner of location-enabled services that will revolutionize the concept of mobility, and it is available now from Telenity.

### Portal Interfaces

- Web, WAP, SMS, USSD and IVR

### External Interfaces

- LIF-MLP 3.0
- SS7 ISUP
- SMPP and UCP interfaces to SMSC
- SMPP and HTTP interfaces to USSD Gateway
- VoiceXML

### Feature Summary

- Forming buddy lists
- Forming groups of buddies
- Locating buddies
- Locating groups
- Tracking a buddy or members of a group
- Locating yourself
- Chat messaging via USSD between buddies
- Group messaging via SMS among members of a group
- Access methods via USSD, SMS, WAP, web, multi-language IVR
- Map support with points of interest
- Geographic map display with zoom-in and zoom-out
- Black list support for user privacy
- Subscriber permission management via SMS, USSD
- Point of interest and street name display
- Event triggered notification when the buddy is in a distance
- Proximity monitoring of buddy in a certain area or a distance
- User Profile definition and editing with user photo
- Reports for tracking operations
- Advanced reporting of tracked users
- Advanced OA&M provisioning, statistics, monitoring and log
- Flexible charging model

### Core Platform Technology

- IP, UDP
- Web Services, XML
- Java SE, Java EE, JDBC, JMX

### Operating Environment

- SUN Solaris
- Red Hat Enterprise Linux

**Corporate Headquarters:** 755 Main Street, Building 7 Monroe, CT 06468, USA  
**EMEA Headquarters:** AHL Serbest Bolgesi, No. 472 Yesilkoy 34149 Istanbul, Turkey  
**APAC Headquarters:** 610-611, 6<sup>th</sup> Floor, Ashoka Estates, Barakhamba Road, Connaught Place, New Delhi 110001, India  
**MEA Office:** Dubai Internet City Building 1, Ground Floor, FS-Office#4, POBox 73030, Dubai-UAE

Phone +1.203.445.2000  
 Phone +90.212.468.2100  
 Phone +91.11.4152.6886  
 Phone +971.4.429.8734

info@telenity.com  
 www.telenity.com