

*The Future is **Present**...*



[www.present-technologies.com](http://www.present-technologies.com)

# Present Technologies



## ■ Start of Activity

- June 2000

## ■ Business Areas

- Mobile Technologies
- Enterprise Applications
- Internet Services and Applications
- Distributed Systems

***Mission:*** “Research and development of innovative services and applications, by using emergent and state-of-the-art open source technologies.”

# Telecom Background

- **Developing Mobile Solutions since 2000**
- **Large Scale Applications**
  - High Availability (99,999%)
  - Clustering
  - Fault-Tolerance
- **Deep Understanding of the Sector**
  - Experience integrating applications with Mobile Operators infrastructure and content providers
  - AAA: Authentication, Authorization and Accounting
  - Billing, LBS, Reporting, Monitoring, etc.

# Mobile Competences

- **Markup Languages**
  - WML, XHTML-MP, HTML
    - Dynamic adaptation based on OMA-UAPProf.
- **Adobe Flash Lite**
- **Mobile Widgets**
  - W3C, Vodafone/Opera, Orange/Djinngo, WRT.
- **Technologies / Execution Environments**
  - J2ME, Symbian, Windows Mobile, iPhone, Android, WebOS (Palm), Linux, BREW.
- **SMS & MMS**
- **Content Delivery**
  - OMA/MIDP Download, HTTP Download, SMS OTA, Wap Push, Audio/Video Streaming (RTSP), DRM
- **Video Streaming**

# Core Competences

- **Professional Open Source Services**
  - J2EE Application Development and Production Support
  - JEMS Consultancy and Implementation
  - Enterprise System Architecture consultancy
  - System Troubleshooting and Performance Tuning
  - Application Server Migration to JBoss

# Tech Partnerships

## ■ Redhat / JBoss

*“Present Technologies is the first Portuguese Preferred JBoss Certified Systems Integrator.”*



## ■ Adobe Solution Partner



## ■ Forum Nokia Launchpad



## ■ Sun Partner Advantage



## ■ OpenAjax Alliance



# Products

## ■ Flash Lite Applications

- PhuneTV, Flash News, Offside, Mobile Portals.



## ■ Phune Messaging <http://sms.phune.com>

- Mobile Marketing, Entertainment and Messaging Solutions.



## ■ DiNO – Download Innovation

- Mobile Content Platform, with support for multiple content and delivery types.



## ■ mPortal

- Platform for easy development of 3G mobile portals.



## ■ Mobile Activation Platform

- Integrated platform for the development and integration of Mobile Applications.

## ■ Mobile Content Management and Delivery Platform:

- Centered on the J2EE model and using open, standard, and state-of-the-art technologies
- Is already deployed on some worldwide mobile network operators
  - Currently serves over 50 million users
  - Sells tens of thousands of contents each day



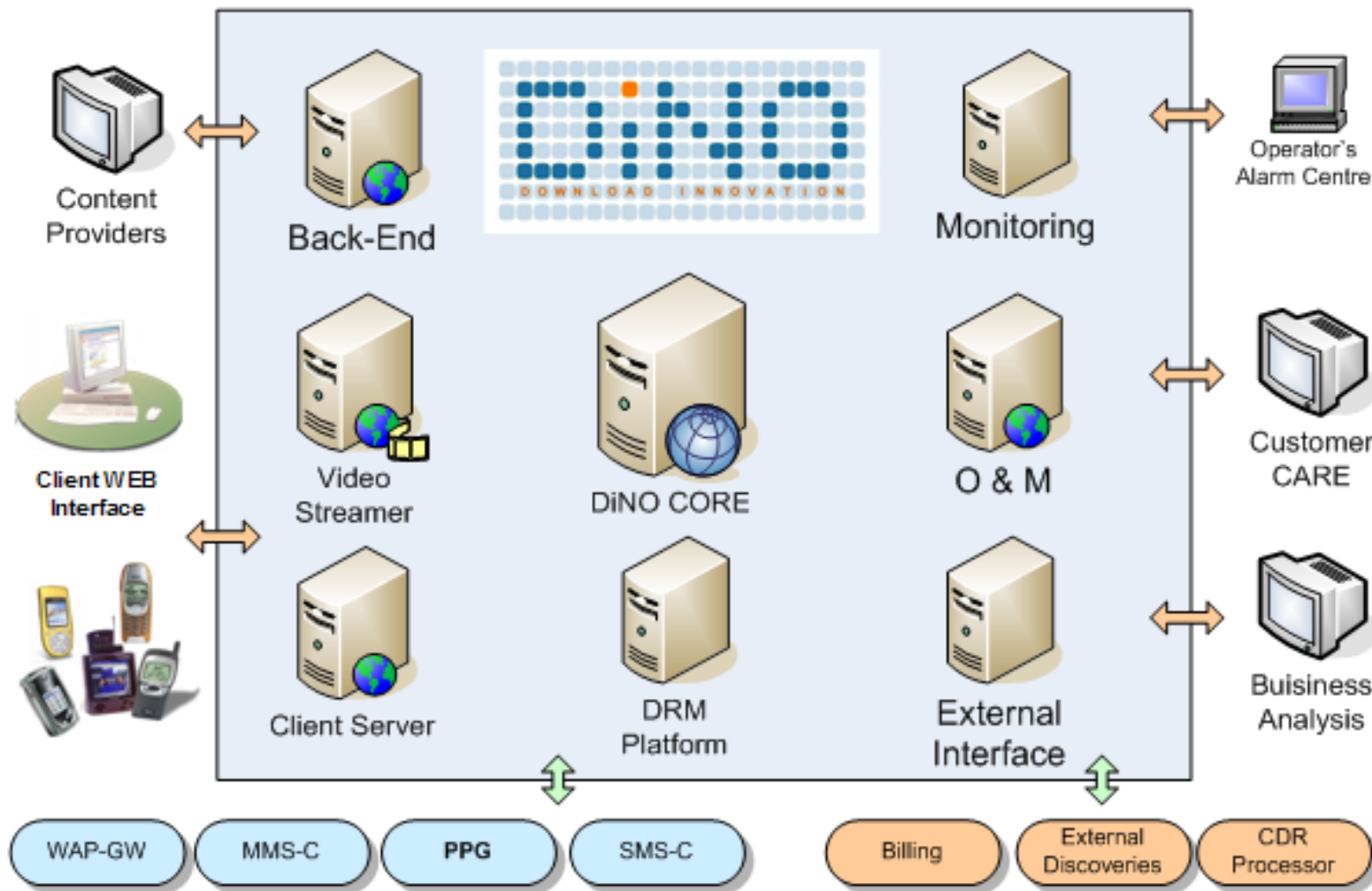
in partnership with



INOVAÇÃO

# DiNO – Download Innovation

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## ■ Some of the main features are:

- Devices database according to the OMA-UAPProf standard;
- Browsing of content catalog
  - dynamic adaptation according to the device: *WML, XHTML-MP and HTML*
- Integration with a DRM platform
  - Forward lock, Combined Delivery and Separate Delivery
- Online/Offline Billing
  - easy integration with any RTC engine and easy CDR customization
- Advanced Web-based Back-office
- Reporting: statistical and commercial



## ■ Supported Content Types

- Ring tones (Real tones, Polyphonic, Monophonic)
- Music (Samples or Full Track)
- Java Games (MIDP)
- Video (download and streaming)
- Images (Operator Logos, Wallpapers)
- Screensavers
- Themes
- Applications (Symbian, Java, SmartPhone)



- **Content Delivery**
  - HTTP Download
  - OMA/MIDP Download
  - SMS OTA
  - WAP Push
  - Audio/Video Streaming (RTSP)
  
- **Dynamic Discovery and Adaptation**
  - Support for several markup languages
    - WML 1.1
    - xHTML Mobile Profile
    - HTML
  - Graphical content converted on the fly



- **Platform for easy development of mobile portals**
  - Developed using J2EE and open source technologies
  - Clustered high-performance architecture
  - Already deployed on some worldwide mobile network operators



in partnership with



INOVAÇÃO

- **Some of the main features are**
  - Devices database according to the OMA-UAPProf standard
  - Dynamic adaptation according to the device
    - WML, XHTML-MP and HTML
  - Online/Offline Billing
    - Easy integration with any RTC engine and easy CDR customization
  - API for the development of built-in applications
  - Integration with external applications
  - Advanced Web-based Back-office



# Phune SMS/MMS

## ■ Mobile Marketing, Entertainment and Messaging Platform

- Based on SMS and MMS technologies
- Web and stand-alone versions
- Integrated with Netsize and Go4mobility worldwide networks

## ■ Target Markets

- Mobile marketing
- Mobile entertainment
- Mobile messaging



# Phune Messaging

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phune Messaging

Mensagem SMS **Contactos** Histórico Opções

WebTicker Messaging

Contactos

Organize os seus contactos

Tarefas

- Novo Contacto
- Novo Grupo
- Pesquisar
- Actualizar Grupos de Aplicações
- Importar Contactos
- Exportar Contactos

Grupos de Sistema

- Todos os Contactos (47)
- Contactos sem Grupo (19)

Grupos Pessoais

- Amigos (1)
- Software... (10)
- (3)

Copiar para o Grupo... Enviar mensagem para...

Todos os Contactos

	Primeiro Nome	Último Nome	Número	Entrada		
<input type="checkbox"/>	Victor	Batista		22-07-2006 20:06		X
<input type="checkbox"/>	Simão	Castro		05-07-2006 12:55		X
<input type="checkbox"/>	Samuel	Santos		26-11-2006 16:58		X
<input type="checkbox"/>	Rui	Avelãs		29-11-2006 10:07		X
<input type="checkbox"/>	Rui	Nunes		04-08-2007 16:19		X
<input type="checkbox"/>	Rita	Gil		17-03-2007 17:26		X
<input type="checkbox"/>	Pedro	Marques		29-10-2008 15:02		X
<input type="checkbox"/>	Paulo	Martins (TMN)		29-06-2006 18:33		X
<input type="checkbox"/>	Paulo	Martins (Vod)		07-09-2007 16:14		X
<input type="checkbox"/>	Paulo	Neves		08-12-2006 19:00		X
<input type="checkbox"/>	Patricia	Vicente				X

<http://sms.phune.com/>



# Phune SMS Applications

- Messaging
- Feedback
- Polls
- Contests
  - Golden SMS
  - Secret SMS
- Quizzes
- Web SMS Ticker
- Phune Night
  - Ticker & Polls

## Snap them!

Can you get to each and every customer?  
Seems a heavy task. But Phune just makes it a snap!

Send SMS and MMS  
to your customer base, your co-workers,  
your very own contact groups.



phune  
Messaging

- **Get to the point with everyone. And do it again.**  
Phune Messaging makes it possible and efficient to send Mobile messages to multiple recipients.  
You know E-Mail messages may get lost somehow or end up in the bin. But a Mobile message sits there, demanding a bit of your attention.

Phune enhances and automates SMS (Short Message Service ) and MMS (Multimedia Messaging Service) message sending to your group's Mobile Phones.  
This way, your effort becomes well targeted and personal.

- **Ready where mass communication is demanded:**
  - Marketing campaigns
  - Company Management
  - Customer Relationship Management
  - Newspapers and Media Agencies
  - College Institutions and Schools
  - Event planning
  - Clubs
  - & many more.

Phune's power is truly revealed when you see it adapt to your own distinct operation.

Get started: <http://sms.phune.com>

Phune Messaging is always available wherever you go.

At home or on your sailing trip.

All you need is your Web Browser of choice to connect from anywhere and begin sending your messages.

These can be scheduled, therefore you can easily plan ahead your marketing strategy. You'll probably go to bed earlier too.

# Adobe Flash Lite



- **Specifically developed for mobile phones**
  - Based on standard Adobe Flash
  - Dramatically accelerates the delivery of rich content and browsing, and customized user interfaces
  - Portability between different Devices
- **Easily used to empower mobile devices with rich graphical user interfaces**
  - Can run as a stand-alone application
  - Automatic download and execution from the Phone Browser



# Flash Lite

- **Flash version developed specifically for Mobile Phones:**
  - Flash Lite 1.1
  - Flash Lite 2.0/2.1
  - Flash Lite 3.0
- **Has seen explosive adoption by OEMs, operators and developers in Japan and Asia, and is quickly growing worldwide.**

- » *More than 1 billion Flash enabled handsets on the Market;*
- » *More than 450 models on the Market;*
- » *All major manufacturers have signed license agreements with adobe to include Flash Lite on their devices.*

*Source: Strategic Analytics*

# Offside



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# FUTMOBILE

## Deployed with Optimus (Portugal)

7 LifeShare - Partilha o momento



NEWSLETTER  
ENVIAR A AMIGO  
PESQUISA  
ESTATÍSTICAS  
NOTÍCIAS

SOBRE SAIR

optimus DOWNLOADS

Jogos 2 de 10



Real Football Manager 2010

Comprar Preço: €4.00 Eur.

Selecciona a tua equipa e leva-a até à glória, neste simulador de gestão futebolística.

MENU VOLTAR

optimus ESTATÍSTICAS

Classificação

Equipa	J	V	E	D	P
1 Sp. Braga	14	10	3	1	33
2 <b>Benfica</b>	14	10	3	1	33
Detalhes:		GM 38	GS 9		
3 FC Porto	14	9	2	3	29
4 Nacional	14	7	3	4	24
5 Sporting	14	5	6	3	21
6 U. Leiria	14	5	5	4	20
7 V. Guimarães	14	5	4	5	19

MENU VOLTAR

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# FUTMOBILE

## Deployed with Optimus (Portugal)



# Flash News

## Deployed with Optimus (Portugal)



# Mobile Portals

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# Gaming Portal



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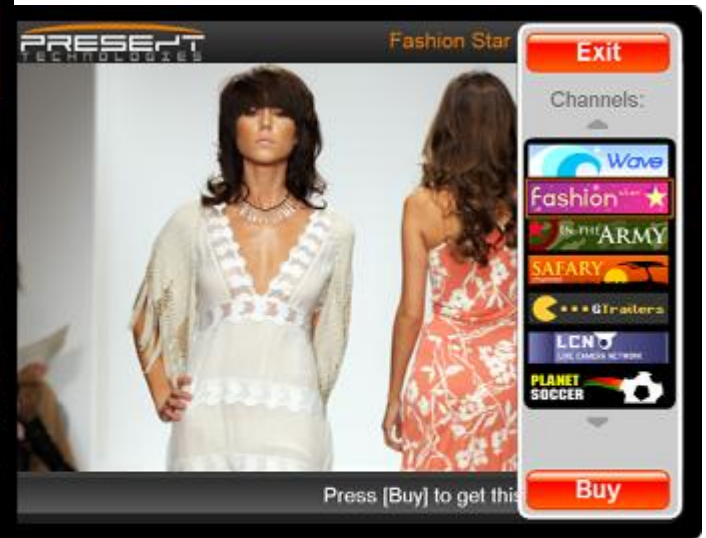
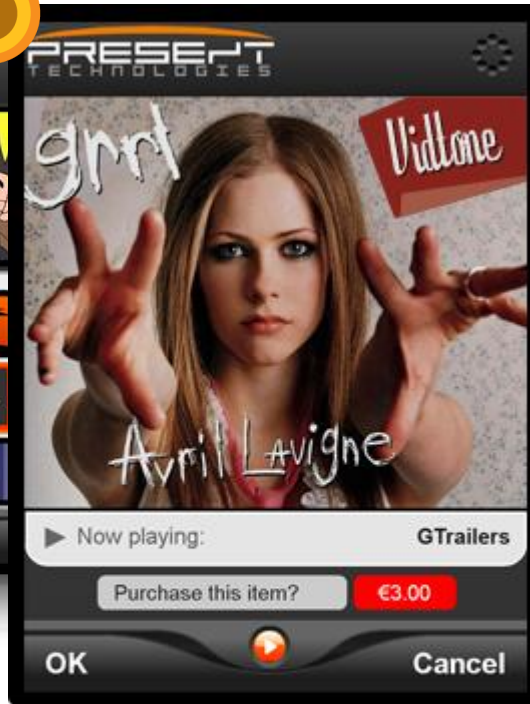
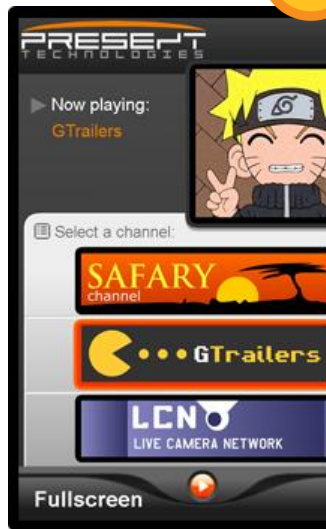
# Phune TV

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# Phune TV

phune  
TV



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# Phune TV – Meo Mobile

Deployed with TMN (Portugal)



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# VIVO Play TV

## Deployed with VIVO (Brazil)



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2008

# MOBILE RULES!

ANNUAL BUSINESS PLAN, APPLICATION AND TECHNOLOGY INNOVATION COMPETITION



phune  
TV



2008

MOBILE RULES!  
RUNNER-UP

# Orange Partner Camp

- Innovation Contest – 2008
  - More than 60 submissions
  - Present Technologies **Phune TV** has been short-listed for the 10 finalists



*“Being short-listed for the contest gave contestants a unique opportunity to get in front of senior decision makers from Orange and France Telecom Group..”*

# Partners / Clients



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# Contacts

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that the Future is **Present** "*



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