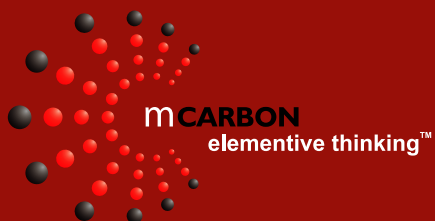
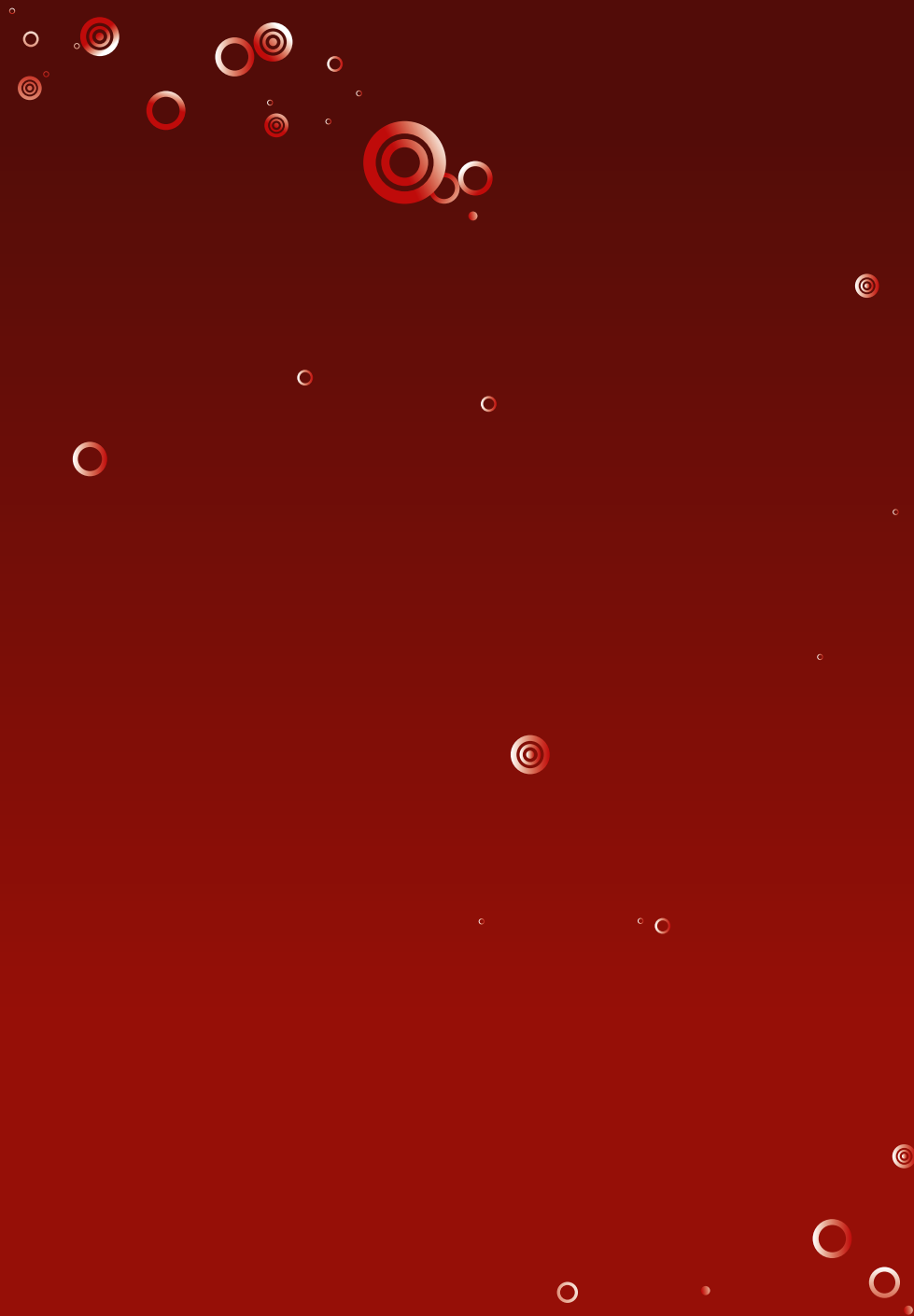


Corporate Profile

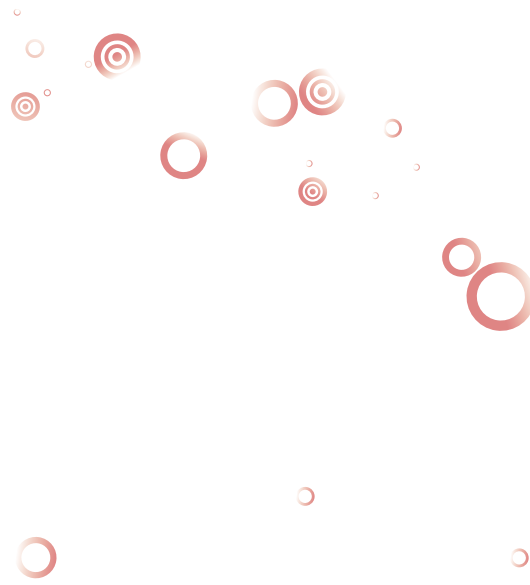


About Us

mCarbon has built a unique user-centric, multi-modal, technology agnostic content delivery and customer experience eco-System for telecom and media companies. The company positions itself to provide next level of VAS experience which encompasses supreme business value, innovation, access, adoption, retention and also provides unique and innovative new rich media applications. It is poised to target the mobile applications market with more than 2.5 billion phones world-wide and more than 125 million phones in India growing at the rate of more than 5 million phones per month in India alone.

mCarbon believes in building the most trusted organization to create and deliver service in the most simplified way. Our framework will enable people and technology to converge, communicate and network. We shall deliver innovation to an unparalleled customer experience and delight.

mCarbon partners with various technology, telecom and media companies across the globe to create, manage, distribute multimodal music and user generated content over any device and anywhere.



“ mCarbon team has extensive global experience of handling various VAS services over many years hence creating, managing and delivering multi-channel communication and marketing applications over all possible media such as voice, video, device and the web. ”

Service Offerings

Music

Channel99™ is a state of the art audio, video, multimodal service delivery system, which empowers the service provider for create, share and distribute or even merchandize multimedia in various forms for their end customers. Service is ready to use and can be plugged in the network either over circuit switched or high speed data network.

It essentially involves the path breaking concepts of subscriber profiling, recommendation, content discovery and quality control thus providing access over multiple mediums like SMS, Voice, USSD, GPRS or through web. System supports enhanced features for managing music services very effectively in the network. Along with service management, subscriber profiling and service delivery, this makes the perfect system for any service provider for extracting maximum out of the music portfolio and delivering it to the customers in the most innovative way.

Platform is based on the world class open standards, to handle Rich Media (music and video-ring tones, ring-back tones, full track audio and video clips etc.) including a variety of user generated content.

“
There is more than to just “listening” in music
”

Communities

This offering is based on “Community Communications”. The system enables the end user access, shares and connects with his communities across networks and devices. Users can either share their own generated content or a downloaded content without worrying about the network readiness, device incompatibility and other possible bottlenecks at any service level. The system has an informed view of the service and activates the options at various levels so that the message of information is rendered in the form it was desired.

It utilizes industry standardized presence and availability information including delivering presence and availability detection, service management and sharing, as well as enhanced end-user services such contact lists, instant messaging, online gaming, dating, conferencing and content.

Solution provides the feature of accessing the self-created catalogs or universal catalogs, while communicating to the community at the user level. It helps create a great emotional bonding between the users thus helping in realizing long-term relationship with the customer and hence revenues for longer period. The service provider can additionally cash in on the various interests and moods of the customers and hence offer cross bundling of various other services.

Care

SmartCare™ focus on customer care, prioritization and service on-the-go concepts. As the next generation services are getting defined, service management for each individual subscriber is going to be very complex. Key issues understand the disparate customer requirements, putting a recommendation to the customer as per his own usage and interest, giving a single window response for handling queries thus handling the customer effectively.

Today's network and systems have become quite complex and it becomes even more important to track the customer behaviors and predict the level of usage and service trend. SmartCare solution establishes various customer touch points and interaction with the mundane back end system is made interesting thus enhancing customer delight.

It encompasses various attributes like token creation and management, queue prioritization and scheduling, online provisioning and synchronization with back end IT. *It gives an effective way of handling customer inconvenience, transparency in handling of various services, presentation of wide range of service options in a user-friendly way, unlimited hours of courtesy for customers, and more efficient use of customer care agents etc.*

“
SmartCare™ provides intelligent control over processing and ensures congestion in customer care centers and lot more
”

GreenRoom™

GreenRoom is an open application framework (OAF) to create, model and deliver the innovative applications to end-users quickly and effectively. It utilizes its various open interfaces which are ready to be plugged to any telco grade environment. It has industry standardized, ready interfaces on call management, audio and video messaging, content syndication, control and charging.

It is deployable over industry grade servers and computing platforms to deliver the best in class service. Similarly, the framework is tested in our labs for achieving highest levels of fault tolerance and system availability. The key to this is a graphical interface which helps do the business modeling with various configurable rules. The application handler consists of all key modules for network interfaces (over SMS, USSD, Voice, and GPRS), charging for various services, and device profile of subscribers, subscription module and other useful features.

SpeedSMS™

A GreenRoom offering - SpeedSMS™ is a revolutionary new interactive SMS based system which can catapult various promotional and content based application to peer sms dialogues in the network to significantly higher level. It creates a non-intrusive pull or push based interactive session mechanism to give a personalized offering to an end user. The service can be used in many cases e.g. to do sms based ticketing (issue boarding passes), do movie ticket booking, schedule appointments, contesting, surveys and more importantly customer care feedback for internal and external consumption.

Services

There is a special emphasis in mCarbon on services business line. We feel its important for any service provider or a customer to leverage any new innovative product by having a holistic view of the service management that encompasses service rollout, operational excellence, campaigning, reporting, feedback, constant innovation and product enhancements. *mCarbon undertakes the responsibility through its complete value chain as our experienced set of hands work together with the service provider technical and marketing teams to help achieve the complete Value based marketing and return of their investments.*

We also ensure that there is a technical and business co-relation between various mcarbon offerings so that there is a complete value retention and brand recall. Operator can opt for this mode over and above the standard roll-out of any of the product/service offering.

Consulting and Bespoke Development

We believe in the value of sharing. Our past experience with service providers, telecom vendors and product development companies has given us an unparalleled edge in the service provider VAS domain.

VAS is by far means a very critical differentiator within the service offerings and by having set the right ways and identifying internal modeling of service definition, enablement and launch it becomes paramount for any service provider to leverage the various disparate systems on the network. We specifically help service providers in optimizing the various disparate systems and create an optimum model of service by laying clear business workflow, cutting down in-efficient growth in an operator with primary focus on revenue and service associated brand building.

We understand that service provider requirements are varied and differ right from a business model to the delivery logic. Apart from offering our core product led services we also help service providers with customized offerings starting from protocol (network) level to the device (across various handheld platforms) level.

Strategic Investors



MobileComm Professionals Inc.
Cost-effective solutions for the wireless industry

mCarbon's US entity and parent company Mobilecomm Professionals Inc. is also into wireless optimization, strategic network planning and advanced engineering services and training for over a decade now. It caters to wireless engineering services and consulting to the leading operators in the Americas and works with leading infra vendors like Ericsson, NSN, Motorola, Alcatel Lucent and others.

For more information, please visit www.mcpsinc.com



Path Infotech has over 150 customers worldwide across offices in India, South East Asia and US. It provides cutting edge services across Enterprise Solutions, IT Management Services (ITMS), System Integration Services, training & education Services and business process services. Path is the leading and preferred solutions partners with Oracle, IBM, Sun, Citrix and Microsoft.

For more information, please visit www.pathinfotech.com



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