



*Instantly launch group calls
better than push to talk
connect with CONTEX Mobile Groups*



CONTEX Mobile Groups™

CONTEX Mobile Groups is a simple yet powerful application that allows users to instantly and simultaneously "call" multiple parties from their contact list to a group audio call. Mobile Groups leverages the unique on-demand capabilities of mobile telecommunications to provide an easy and fun way to immediately launch a multiparty telephone call. Using Compunetix conferencing technology and your phone's internal contact directory, this application transforms your wireless device into the primary tool for interactive group communications.

User Benefits

Unlike Push-to-Talk, Mobile Groups calls are not like "walkie-talkies" but are high-quality, real-time, full duplex voice conversations. This eliminates clipping and false starts as users don't have to wait until the other parties stop talking. This results in vastly improved voice quality and allows users to get more out of each group conversation. And for power conferencing users, it's simply the most immediate way to start a conference call, period! Mobile Groups uses an always available endpoint and it's built-in directory to provide an immediate and nearly instantaneous application for business and personal use. And best of all it's tied to your existing account - no special configuration is required.

Carrier Benefits

Mobile Groups drives extra minutes. When people are participating in a fully interactive multiparty call, they tend to talk longer. It also promotes community building, reduces customer churn, and generates service "stickiness." In addition, Mobile Groups and the Compunetix group calling platform gives mobile carriers a more cost-effective and more easily distributed alternative to Push-to-talk.

CSP Benefits

Since Mobile Groups is a targeted application for mobile users, and it is tied to an existing conferencing account, it is ideal for CSPs looking to extend their corporate service offerings. Mobile Groups is built around a readily accessible endpoint that drives on-demand minutes since it is always available to the user.

How to get it

Users can download the application onto their phone, or it can be pre-loaded according to the carrier's preference. The handset must support data sessions. Versions are available for the Brew and J2Me application environments. Other environments can be supported as well.



Meet your friends
after school

Call the team to
talk strategy

Connect with
whole family on
Sunday

Simple one-time
download

Increased Usage

Multiple
configuration
options

How it's billed

CONTEX Mobile Groups Blast supports flexible and alternative billing models. Carriers can either charge per minute of use, and/or a month subscription fee. The system can also be configured to track the amount of usage per user and to bill incrementally.

Solution Components

Client Application: The user who initiates the call must have the application loaded on his/her data compatible phone. The participants can be at any phone (mobile or fixed) and thus do not need the client application loaded on their phones.

Server (CONTEX Bridge): The client application communicates with a centrally located Compunetix conferencing bridge via the service's data session. The calling host and participants are connected in a group conference by the bridge.

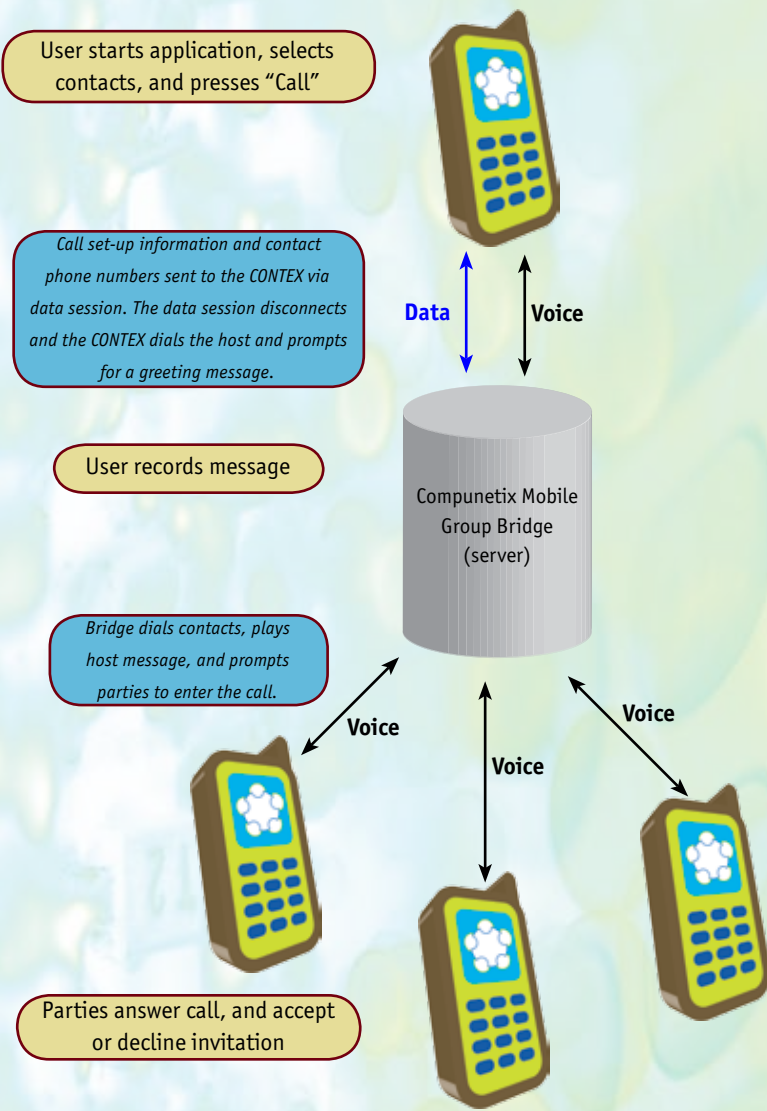
Easy as 1-2-3

It's easy to invite or call multiple parties:

- User selects Contacts, presses "Call"
- User records personalized invitation
- Contacts accept or decline the invitation

Limitless

Because CONTEX Mobile is built on the CONTEX audioconferencing platform, users can enjoy nearly limitless access and availability. The CONTEX Summit combines world-class reliability and up to 9600 ports of industry-standard audio communication.



compunetix

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