

# **Takarub**

WAP Site Creator & WAP Magazine

A proposal to mobile operators and service providers

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## Introduction

Takarub is a technology/content and a solution provider, was established to serve both customers and mobile operators since 2004. Takarub offers mobile consumers rich content that is distributed over SMS, MMS and IVR. Takarub serves mobile operators by providing various voice and SMS solutions such as Ring Back Tones, Video Ring Back Tones, Back Ground Music, Back Ground Videos and USSD Gateways.

We are witnessing a high rate of Mobile penetration in the region, this puts mobiles amongst the best media tools and means of accessing information and purchasing content; Takarub has made big efforts to simplify the flow of information to the mobile users through creating a comprehensive information and entertainment portal.

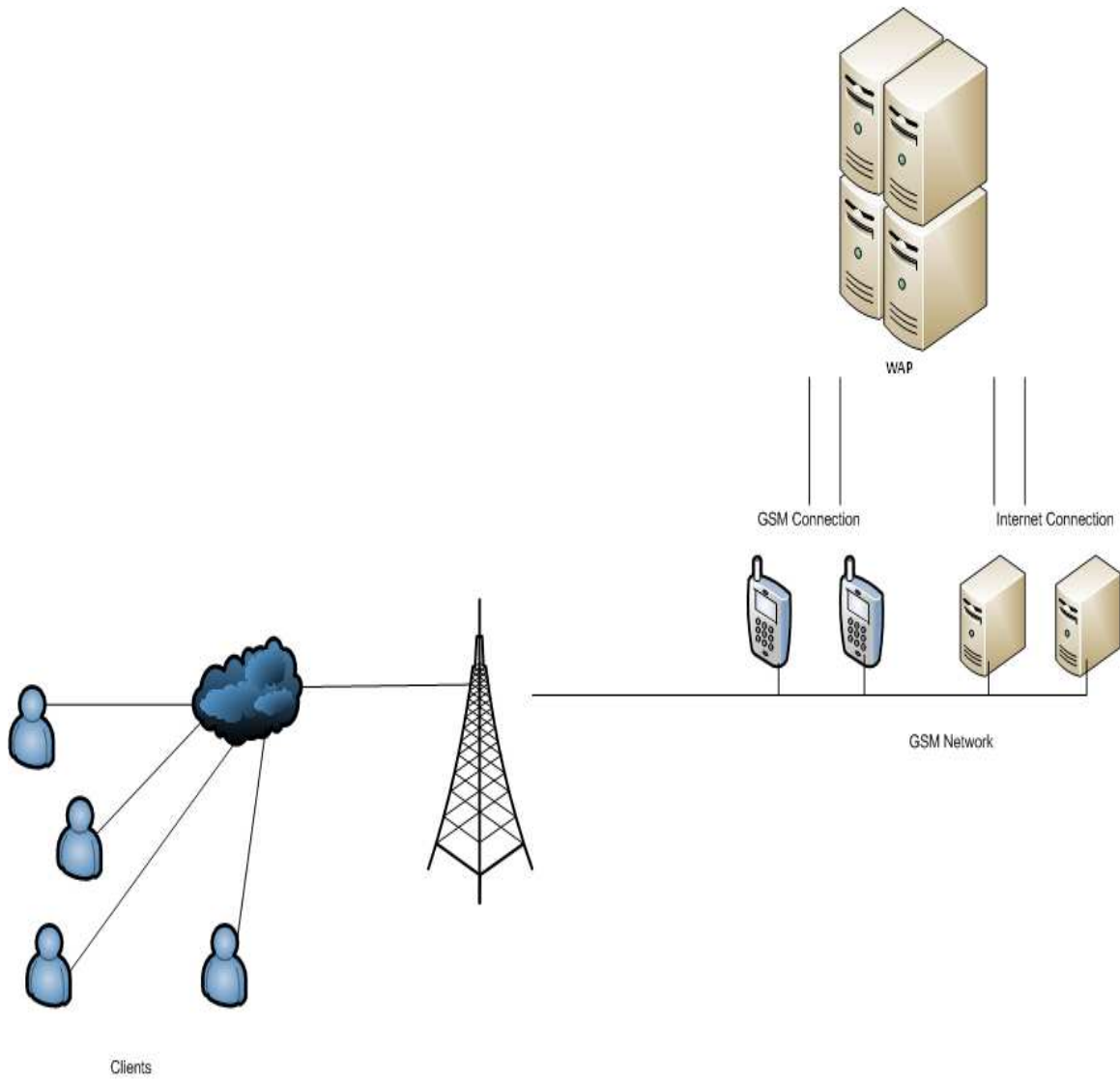
The idea of Takarub's WAP Site Creator is giving operators and content providers the ability to create and manage their own WAP sites. Any WAP site is designed especially for mobile users which will allow them to access it from their mobiles using GPRS/WAP connections. All of the available services intend to supply mobile users with a great variety of information and entertainment Channels and downloads. Operators can set separate pages for each content provider, where content providers will be able to login and manage their content and services separately. Takarub's WAP Site Creator does not require technical or skilled users, creating WAP pages and managing content is only a few clicks away.

The concept of ZEENA (Takarub's WAP Magazine) is to make our unique services clear & available to our customers online, anywhere, anytime. Easy instructions on how to download games, photos, video clips are given in details, as subscribers may subscribe to our services and download directly (the revenue stream in that case will come from downloaded content), and s/he can also get the information of the services short codes & the subscription command (MT Billing). Users can select the language s/he wishes to use (Arabic, English) by simply clicking the link on the main page. Moreover, ZEENA contains Help links for the most asked questions concerning the available services.

## Features

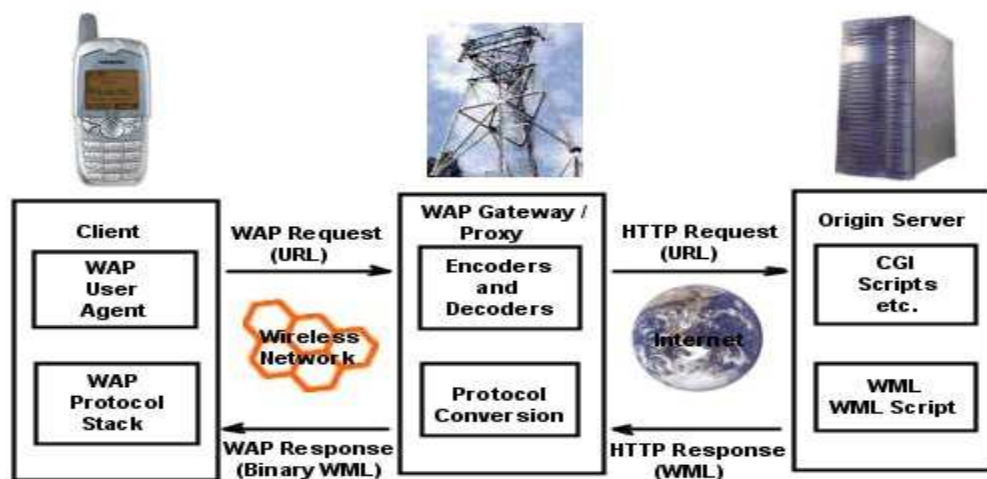
Takarub's WAP Site Creator comes with the following features:

- The interface (Management Interface) is user friendly and easy to use.
- Each user has its own management page depending on the type of the user; Admin, Content Provider...
- The interface supports both Arabic and English languages.
- Services are created on the fly, i.e., once a service is created, it is published on the WAP site immediately.
- Operators can create their own WAP site, and can add content providers to the created site.
- Manage its content, and manage added services.
- Manage content providers.
- Data base design is flexible and enables operators to provide CDRs and stats easily to their partners.
- Users can change the look and the feel using a user friendly interface.
- The process of creating WAP Sites does not require technical skills or background.
- Created content and content providers can be edit/deleted easily.
- The WAP Site Creator is totally developed in-house; any customization or modification can be done easily.
- Managing services with their content is pretty easy using Takarub's Site Creator; it is much easier than managing content manually.
- Integration with the operator is made easy, only a few and easy steps has to be done to complete the integration.



Takarub's WAP portal (ZEENA) comes with the following features:

- The portal comes with a user friendly interface which enables users to benefit from it to the utmost levels.
  - The portal can be viewed in both English and Arabic languages for easing the use.
  - It comes with a Content Management System (CMS) for managing all the content that can be applied on it (Java Games, Tones, Real Tones, Wallpapers...).
- Managing content for services is a part of the above mentioned WAP Site Creator.
- The access to the WAP magazine can be made in two methods;
    - Free for all operators WAP users.
    - Make it available through subscription if required.
  - New WAP updates of new services can be advertised by sending a WAP push for subscribed or interested customers.
  - The subscription can be done by sending the word ZEENA to the short code XXXXX on the network. Short codes subscription can help attracting new people to join WAP services. Users can also unsubscribe from the service at any time using the short code.
  - Once the user subscribes to the Portal service s/he will receive the latest publication of ZEENA as a WAP Push.
  - Tips and Notes are available on all WAP pages that clarify and guide users right through the portal.



# Takarub's Services

## Downloads:

- **Entertainments**
  - Ring Tones: A Huge Library of ring tones from the major musical production institutions such as Rotana, Melody, Song BMG, Star System, in addition to most local, Iraqi & Arab Stars.
  - Java Games
  - Sum3a
  - Nahfat 3ailitna
  - Celebrities (Wire Image)
  - Caricature
  - Love Messages
  - Cooking channel
  - For you (Women)
  - Sports
- **Spirituality:**
  - Good God Names
  - Holy Qura'an
- **News:**
  - Al Jazeera VOD

## **Subscription Services:**

Through our Wap Portal users can subscribe to a rich and a variety of SMS & MMS Channels.

Few are mention below:

- **Entertainment:**
  - Personality Analysis
  - Daily Horoscope Expectations
  - Match
  - Chat
  - Women Corner
  - Men Corner
  - Love Messages
  - Fashion Tips
  - Artist News
- **Spirituality:**
  - Holy Qur'aan
  - Dua'a
  - Hadeeth
  - Bible
- **News:**
  - Political
  - Sports

# Takarub's Channels

## **SMS Channels:**

- Breaking news
- Sports news
- Weather news
- Jokes
- Quran Kareem
- Wisdom
- Tips for men & women \ health, beauty....
- Tips on children's health.
- Tips on pregnant women health
- Tips on how to deal with kids
- Guinness World Records
- Weather forecast

## **MMS Channels:**

- World News
- Jokes
- Limbi
- Quran Kareem
- Cooking
- Women channel \ health, beauty ...
- Men Channel
- Cook channel
- Guinness Book
- Celebrities
- Countries
- Fans
- Technology
- Culture

## Downloading Process

When a user accesses Zeena for the first time, he will be asked to choose his language, (Arabic or English).

Once the user's language has been set s/he will get the menu and can start browsing the pages of the channels.

The user will always receive the services in the language he has set. There will always be a link for changing language on the WAP Page.

With A simple click on the category a user can connect automatically and view what it contains and so on:

Each category includes many choices and sub categories. For example:

If the user would like to choose celebrities and clicked on it s/he will go to the below submenu:

- Arab Celebrities
- Hollywood Celebrities

If they choose Arab Celebrities he will go to a page that includes samples on the artists with a phrase saying "click on any letters below to view available celebrities:

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

For example: if he chooses E then he will find pictures for Elissa.



## **Support:**

Takarub offers three levels of support:

**First level of support:** Operator's staff will be trained extensively for 2 days to be able to handle the most basic updates and maintenance tasks required, and to how to use the solutions web application.

**Second level support:** Takarub has an in country team of professionals for immediate response to any inquiry over the phone or for in house visits if required.

**Third level support:** Takarub's 12/7 team at our main office in Amman.

## **Commercial Offer**

Takarub offers two models for its services:

### **Fixed Fee Model:**

If operator is interested in this financial scheme; Takarub would be pleased to send a full financial offer.

### **Revenue Share Model:**

Takarub can work on a revenue share basis (15% - 85% operator favor)