

AIMO – Toolbox

Product descriptions

www.aimomedia.com

AIMO is a versatile internet-based mobile platform. It includes tools for creating mobile services for many different uses. With the help of its online user interface you can easily build and manage your own services.

With **AIMO** you can create mobile services that are either based on simple text messages or on whole mobile solutions. The services are used by text messages, multimedia messages or mobile web, according to your choice. You can for example offer your customers the opportunity to participate in competitions and polls or to order your products. They can also send advertisements, feedback and pictures or access mobile web content.

It is possible to activate your new services right after creating them, or you can choose the more suitable time for the publishing. You can also manage the keywords, short numbers, message traffic, reports and statistics through the AIMO system.

GENERAL INFORMATION

All the tools in AIMO Toolbox include various functionalities which can be used by service administrators. They can manage the service content and the incoming and outgoing messages through an easy user interface. The statistics of the messages can be examined from clear charts. It is also possible to form user groups which can be saved for further use.

DIALOG

mForum

mForum is a versatile and flexible tool for creating different kinds of mobile services. It is suitable for many traditional and familiar ways to use sms services. With mForum it is easy to create for example a feedback channel or service for subscriptions or advertising. The user receives either a static reply message or a message which content will be retrieved from the defined URL address. You can also offer the user an opportunity to order a mobile web link, which can be used for direct access to the defined mobile web address.

mForum also includes an advertising message feature, which allows you to send also an advertising message which the user receives soon after the initial service reply message.

What kind of services can be created with mForum?

- News hints, news search
- Feedback channel, classified advertisements
- Subscription service, subscription cancellation, change of address, etc.

PUBLISHING

Channel

Channel is an excellent tool for offering users news services or other information through the mobile. You can send messages to users with timing or when ever needed. The user orders the service and pays for each received messages the price that is defined in the system. The service subscription is valid until the customer closes the Channel service by sending the closing message to the service.

Push

With the Push –tool you can create an SMS service where the users receive news or other information for a certain time period. The messages can be sent to the users according to the timing that is specified in advance, or the messages can be sent when needed. The service is paid with the ordering message. After the payment the user receives messages in a certain time frame, as often as the service provider has defined (eg. once in a day). It is not possible for the user to cancel the ordered Push –service, it expires only when the predefined time has passed. The service administrator can although manually remove the user from the service, if needed. In the Push –service the service provider pays for all the messages that have been sent to the users.

What kind of opportunities can you offer to your customers with Channel and Push services?

- News headlines, news service, stock exchange information, sports results
- Bulletin service, regular customer information, reminder service, etc.

COMMUNITY

MoBlog

With MoBlog –tool it is possible to create a picture service where the user can send pictures with multimedia messages or with e-mail. The service provider defines where and when the pictures will be published, and also if the pictures have to be moderated before the publishing. The sent pictures and messages can be moderated in MoBlog, where they will be accepted for publishing in the internet or for example in print media. In the internet the pictures will be published either in a web page that is created by MoBlog or in another specified place. You can also allow the users to comment the pictures and messages that have been sent to the MoBlog -service.

The MoBlog –service can be public or it is possible to allow the service only to a certain user group. You can also define that the messages from a certain user are published directly without moderation while the messages from other users will always go through the acceptance process before publishing them. You can set a price for using the service or the service can be defined as free of charge. It is also possible to set different pricing for different user groups. With the help of the MoBlog –service you can create various picture services to different kinds of media.

What kind of services can be created with MoBlog?

- News pictures, reports from events, news hints
- User blogs, picture advertisements (selling, buying etc.)
- Pictures from readers

MARKETING

Coupon

The Coupon –tool makes it possible to use the good old marketing method coupon in mobile devices. The user can order a mobile coupon which includes a unique code. With the coupon the customer can for example receive discount from a certain product or service by showing the coupon message. The total amount of coupons and the amount of coupons that one user can receive, can be limited when creating the service.

The Coupon –tool is based on the mForum –tool. All the features from the mForum –tool can be utilized also with the Coupon –tool.

For which purposes can you use the Coupon –service?

- For everything that traditional paper coupons have always been used

Vote&Poll

With Vote&Poll –tool you can create services that increase the sales and customer satisfaction, like competitions and opinion polls. You can define the alternatives for the answers which the users will then use in their reply messages. When sending an sms to the service, the user receives a reply message from the system. The reply message can be a static text defined from the service provider or the content can be formed from the answering percentages of the answer alternatives. In the Vote&Poll –tool you can also make a prize draw between the users that have participated in competition or poll.

What services can you offer to your customers with Vote&Poll –service?

- The question of the day, opinion poll
- Sales promotion competitions, quizzes, etc.

Send (SMS/MMS/WAP)

With the help of the Send –tool you can easily send marketing messages, or for example announcements, to several numbers at once. The receivers can be customers whose phone numbers are saved in user groups in AIMO services, or the receivers’ phone numbers can be retrieved from the customer registry of the company. The Send –service is especially suited for target marketing and for fast personal information. With the Send –service it is possible to carry out efficient marketing campaigns where the sms, mms and mobile web messages reach the customers immediately.

The Send –tool makes it possible to send a message to unlimited amount of phone numbers at once. The Send –tool includes a phone book where you can create groups for sending messages. You can also import phone numbers to the system from an external CSV -file. Additionally, you can create your own templates for further use.

What will the Send –service enable to your customer marketing?

- Product / service advertising, efficient marketing messages
- Information messages, personal information, etc.

MobiSite

MobiSite is a tool for creating mobile sites that are suitable for mobile phones. The built-in device recognition system accommodates the created mobile sites for each device. Even large mobile sites are easily created with the MobiSite –tool.

The site map displays a clear overview of the site structure, indexes, links and pricing. Creating the sites with MobiSite –tool does not require any specific technical knowledge. The XHTML –editor makes it simple to form pages, tables and forms with style sheets. With RSS2.0 feeds you can guide the whole content of the page, also pictures and links. The mobile banners and navigation bar can be freely located to the site and the images can be retrieved in different kinds of formats from the servers. The preview function shows the site as it will be seen in the users mobile phone. The user can also send an sms to order a mobile link to the site that is created with the MobiSite – tool.

What kind of services can you offer to your customers with MobiSite?

- All kinds of mobile sites

PAYMENT

The payment to access the content that is published in the internet can be made easily via mobile phone. There are two different services in AIMO system for paying the media content.

PayDirect

In PayDirect –service the payment is collected from a one time access. The user receives the sms message which includes payment instructions from the internet site. When the payment message has reached the system, the user will be guided directly to the desired page content in the internet browser.

PayTime

You can also offer your customers more flexible viewing of paid internet content. In the PayTime –service the customer will pay from the content either once or continuously and gets the right to view the content for a certain period of time. When the subscription information of the service is set to continuous, the user can end the subscription by sending closing message to the service.

ADMIN/INFO

The service provider can manage the users of the AIMO system, the company information and the accounting report information. It is also possible to view the service statistics. With Admin user rights it is allowed to manage reserved SMS and MMS keywords and price groups and to follow the message traffic. Admin and Info –services are easy to use and thoroughly guided.