



**Product Overview**  
**Mobile Content**

# Product Overview - Mobile Content



**Mobile Content** is part of the Synergize IT range of products that enable customers to engage and interact with mobile. It is a unique and innovative real-time service which combines video and images with text creating a powerful visual message that may be delivered to a user via mobile or e-mail.

**Mobile Content** enables:

- Rich Mobile Marketing
- Rich Mobile Promotion
- Rich Mobile Advertising
- Mobile Handset Personalization
- Personalised Multimedia Messaging

**Key benefits include:**

- Market in a more unique, personalised and visual way
- Differentiate yourself from competition
- Create new revenue streams by introducing as a premium service
- Strengthen partner and sponsor relationships
- Raise brand awareness
- Real-time generation of content
- Real-time management and procurement



## Testimonial

*"Mobile Content is at the core of our web service e-card offering. Synergize IT have proved to be a flexible and knowledgeable partner. We hope to succeed more with Synergize IT through 2010"*

**Simon Watson, Director – VidWizz [www.vidwizz.com](http://www.vidwizz.com)**



[www.synergizeit.com](http://www.synergizeit.com)

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## Key Features

Hosted Deployment	✓
User Access Control	✓
Public Content Catalogue	✓
Accept 3 <sup>rd</sup> Party Content	✓
Multi-Language Support	✓
Multi-Font Support	✓
Image Overlay	✓
Watermark Overlay	✓
Multi-Format Support	✓
➤ JPG	✓
➤ MP4	✓
➤ 3GP	✓
➤ FLV	✓
Real-Time Billing	✓
Real-Time Delivery	✓
➤ E-mail	✓
➤ WAP Push	✓
➤ MMS	✓
WAP Portal Template	✓
WEB Template	✓

HTTP API	✓
Address Manipulation	✓
Promotional Message	✓
Media Adaptation	✓
Reporting	✓
Statistics:	✓
➤ Description	✓
➤ Dates	✓
➤ Template	✓
➤ Originating Address	✓
➤ Destination Address	✓
➤ User Agent	✓
➤ User Headers	✓
➤ Format	✓
➤ Delivery States	✓
Pre-Paid Support	✓
Post-Paid Support	✓

Global Mobile Coverage	✓
24x7x365 UK Support	✓
Web Call Management	✓
Service Level Agreement	✓
Scalable Architecture	✓
N-WAY Redundancy	✓
Account Management	✓
Integration Options	✓
Security Options	✓
Managed Service Options	✓
Delivery Options	✓
Rapid Deployment	✓



The future is mobile – are you ready? Contact us:

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