



CallerTag enables your subscribers to customize the way their Caller I.D. will appear on most devices.

The Opportunity

Use the Real CallerTag service to give your subscribers the ability to customize their caller name/id displayed on the called party's screen. As mobile operators seek solutions to increase revenues, add features and increase customer loyalty, CallerTag provides an opportunity for shared success. As part of Real's portfolio of successful personalization services that allow mobile subscribers to express themselves through their mobile service, CallerTag has the potential to become a profitable new service.

The Solution

CallerTag is easy to use for both the mobile service operator and their subscribers. It allows subscribers to personalize caller information for fun or business, and appeals to the mobile market's desire for personalization and user-generated content services. Use of the service can also increase customer "stickiness" by helping them build their social network while expressing themselves.

Through a subscription model, CallerTag can deliver significant monthly recurring revenue, similar to ringback tones and Caller ID (or Calling Number Identification/CNID) services. Pricing options are flexible and mobile service providers can charge a monthly recurring fee or bundle CallerTag with other services. Users can interface with the system via the web, their phone or SMS.

Customized Features for Subscriber Control

Real enables a number of innovative features designed to increase the level of personalization and control that subscribers enjoy:

- **Group-Based**
Text can be personalized to groups such as a sports team, school or family members
- **Person-Based**
Text can be assigned to specific users based on their phone number
- **Time-Based**
Different text can be displayed depending on the time of day
- **Event-Based**
Special occasion text can be displayed on specific days such as holidays, birthdays, or last day of school. Additionally, basing text delivery by "day of the week" is available as a premium option.

How It Works

The CallerTag service employs international standard specifications compatible with CNAP (Calling Name Presentation) and is available on GSM and CDMA networks. The CNAP function must be available and activated in handsets to receive CallerTag service. The CallerTag display will occur whether or not the mobile phone book information is populated for the calling party. If the phonebook is populated for the number, both CallerTag and the phonebook name will appear (or CNAP which has higher priority than phonebook).

The two key components of CallerTag Service, the Network and Service Platforms, allow for an optimized, scalable service with superior performance, reliability and flexibility.



- **Network Platform**
The Network Platform provides the mobile operator's network interface and stores each user's profile and CallerTag data that is sent as part of the call setup messages to the calling party's network.
- **Service Platform**
The Service Platform interfaces with the operator's billing system or customer center and provides user interfaces to set CallerTag data and configuration, and handles subscription and cancellation requests. Additionally it provides system operation data such as status monitoring, system configuration and fault management.

The Real Difference

Real provides full-service digital and mobile entertainment services to mobile operators and serves millions of subscribers around the world. By providing experienced service operations and marketing consultation, Real enables the mobile operator to deliver superior service. Our Services Consulting and Integration team can design the architecture, as well as manage and deliver the development, integration, and market trial of the entire deployment. This includes bringing together all of the hardware, software and network components.

The CallerTag service is backed by a broad suite of professional services:

- Proven network integration expertise
- Overall customization and system integration of the solution
- Worldwide first- and second-tier maintenance and support services

An End-to-End Solution

Personalization and user-generated content are driving consumer adoption of many technology services today. Text-based CallerTag is the beginning of further product innovation leading to multi-media and other user-generated content delivery. Some compelling content applications on the horizon might include personal greetings, name cards, events and advertising.

Through our ASP model, Real provides collaborative service to our customers, not just technology. We invest in our customers' success with well managed services that are continuously enhanced and optimized to meet the changing needs and desires of this fast-paced market.

Contact Us

For more information, please contact SaaS@real.com or visit our website at www.realnetworks.com