



Help your subscribers make a big impression with their text messages — without lifting a finger. Real's fun Emoticon SMS service takes the plain text from an SMS message and uses keyword recognition to add pictures, graphics, and background music or fonts to enhance the message.

The Opportunity

Like many of RealNetworks mobile services, Emoticon SMS was first introduced with great results in the highly advanced mobile markets of Asia. When the Emoticon SMS service debuted in South Korea, adoption shot up to over 800,000 subscribers within just three months. This is a value-added messaging service that will automatically convert text messages or multimedia messages into emoticon-featured SMS or MMS using keyword-recognition technology. The market for personalization on the mobile phone continues to grow as the mobile market continues expansion of digital entertainment and personalization. Moreover, messaging itself is overtaking phone calls a leading use of the phone. According to Nielsen research for 2008, the typical American mobile subscriber now sends and receives more text messages than phone calls (357 compared to 254), and the average number of text messages sent or received is up 107% year-over-year. The opportunity for new revenues for messaging services remains large, and even in tighter economic times, consumers see their mobile device as a basic necessity that they will pay to maintain.

The Solution

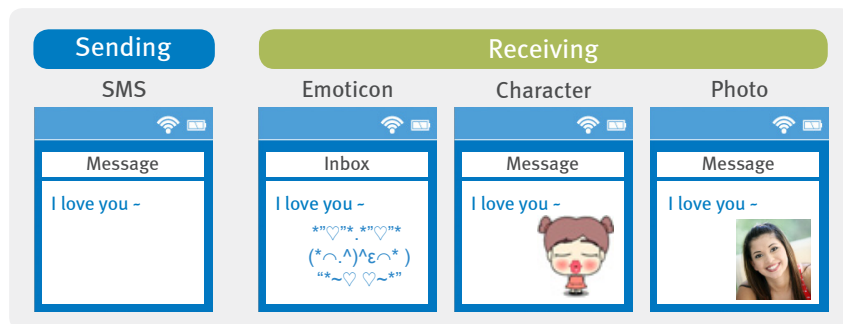
Once a subscriber signs up for the service, Emoticon SMS will recognize key words in text messages and automatically enhance the SMS text messages by incorporating pictures, background images, background music or fonts; allowing subscribers to create unique and personalized messages for each of their contacts, every time. The result is an exciting message that will surprise and entertain the receiver while conveying the emotional or topical significance of the message.

Emoticon SMS can add revenue to your books while adding a lot of fun to mobile messaging. It features the proven reliability of RealNetworks' operator services and easy integration into the mobile network with just minor network modifications. The benefits extend themselves naturally beyond the subscriber as well. With Emoticon SMS, the receiver gets the full experience of the sender's emotion and meaning, while both the sender and receiver get to sample and experience trials of the graphics, MMS and other value-added services available today. This experience offers a chance for organic marketing and adoption from "word-of-mouth" promotion.



How It Works

The benefit of the Emoticon SMS service is that it is all automatic — the service uses smart keyword recognition to add graphics to text messages. There are no handset dependencies, and the service integrates into the mobile network, where each emoticon is automatically selected and delivered based on the context of SMS text. The designs of the emoticons are cutting-edge and provide that “wow-factor” that many mobile users look for to express their personality and make an impression on their friends.



For the subscriber, this service could not be easier, the user simply sends an Emoticon SMS message in the same way they send a normal text SMS. The receiver also gets the message in the normal way, but it includes enhanced graphics based on the sentiment of the sender’s words. The service is optimal for catching on through word of mouth and has a viral promotion effect.

Cutting Edge Graphics

With no handset dependencies, and only minor network adjustments, emoticon is a value-added service that is easy to deploy and start selling. The graphics or “emoticons” include a catalog of thousands:

- Themes: more than 500 - love, friendship, seasons, birthday, holidays, etc.
- Emoticons: more than 4,000 emoticons for 500 themes - animated smileys, hearts, flowers, snowman, holiday symbols, etc.
- Emoticon Types: horizontal - 1-3 rows; vertical - 1-5 columns

The Real Difference

RealNetworks operates mobile entertainment services for more mobile subscribers than any other provider in the world. Many of our customers enjoy higher adoption rates than the respective regional averages and those experienced by our competitors. Our higher rates are a testament to the core consumer benefits of our services, such as superior quality, ease of use and enhanced features. As RealNetworks has migrated their service offerings from Asia to the West, we believe that our operations and consulting expertise have proven to be a significant factor in customer satisfaction.

RealNetworks provides a collaborative service – not just technology – to all of our customers. With services like Emoticon SMS, we strive to apply our global perspective to different markets around the world. Today, Real’s ASP services operate with 80 mobile operators around the world and are made available to nearly 800 million subscribers worldwide. Mobile operators seeking to engage their customers or prospects in a new way, with exciting new services like Emoticon SMS, will find an effective partner in RealNetworks.

Contact Us

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