



With Enterprise Ringback Tones, business customers can promote their brands and company news through customized ringback tones.

## The Opportunity

RealNetworks is the global leader in Ringback Tone Services (RBT), a personalized music or audio clip that is played instead of the traditional “ring ring” sound to the person calling an RBT subscriber. Ringback tones are a way for mobile customers to express themselves to their callers with audio or video ringbacks (available for video telephony).

Not since the wristwatch has a portable device become such an intimate tool for everyday life — carried and used by the owner most of the day and night. While many companies are beginning to explore mobile advertising, it is still an open field with different types of delivery being tested. Real Enterprise RBT (E-RBT) is an empowering and inexpensive way for a company to take advantage of a system they already manage — employee mobile phones — to advertise a product or service, communicate key values, or answer frequently asked questions.

## The Solution

Real Enterprise RBT service enables businesses to select customized Ringback Tones to play for those calling their employees. Audio clips could include corporate theme songs, new product information, corporate announcements, and promotional messages. The service provides opportunities for businesses to extend their brand to the inventory of mobile devices that they manage and own. E-RBT opens an innovative, new channel to promote a company brand and communicate with customers and partners. Participating employees can also engage and interact with their customers through this service. When they answer a call, they can address direct questions or comments regarding the products and services that were mentioned through the E-RBT.

### Easy, Added Value Service for Your Corporate Customers

Real E-RBT enables businesses to select customized Ringback Tones to be played to anyone calling their employees on company-sponsored mobile phones. E-RBT is a managed service hosted by Real, and we make it easy for your corporate customers to set up and manage many aspects of the service:

1. A corporate customer signs up for the E-RBT service for a flat monthly fee
2. Using the E-RBT Management Tool, their employees can be added, grouped and assigned with the company’s unique RBT content(s) by time, day and/or active period
3. Employees mobile numbers are registered in the E-RBT user database
4. The E-RBT system plays the selected clips to callers while they wait for the corporate employee to answer the call
5. The reporting function of the E-RBT management tool will enable granted corporate administrators to extract and save the data regarding the E-RBT users and played E-RBT contents.

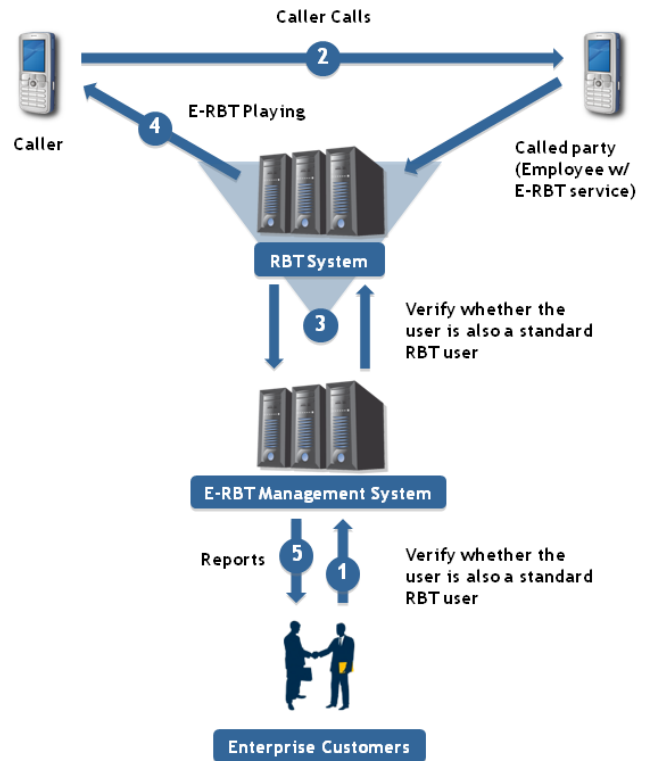


# Enterprise Ringback Tones

## How It Works

Real E-RBT service allows businesses to take advantage of their mobile inventory and extend their brand and customer care to every caller. Backed by Real's experience delivering mobile content services, the E-RBT management tool enables administrators to access and manage different aspects of the service, per assigned access level. The access can be given to a main system administrator, service operators and corporate users, based on their level of service manageability.

The E-RBT service is based on the same reliable, flexible managed Ringback Tones services that RealNetworks operates for major mobile operators around the world. Corporate clients will appreciate the sound quality, options for scheduling, and self-management of E-RBT's that the service supports. Businesses can assign ringback tones to different groups of employees, e.g. an advertising jingle for sales or an answer to a frequently asked question for customer care. Corporate E-RBT customers can also schedule events and assign time of day and other settings to customize timing, duration and rotation of E-RBT's.



## The Real Difference

Real operates Ringback Tone Services for more mobile subscribers than any other provider in the world. Our mobile operator customers also enjoy higher adoption rates than those experienced regionally or versus our competitors. Our higher rates are a credit to the consumer benefits of our service, such as superior sound quality, ease of use and enhanced features. Real's mobile services have evolved to meet the unique needs of operators. We believe that our reliable service operations and consulting expertise have proven to be a significant factor in our customers' success.

Real provides a collaborative service – not just technology – to all of our customers. As we explore the opportunities of the mobile lifestyle, we want to work with operators to provide new services and revenue opportunities. Today, the Real Enterprise RBT service extends the use of our leading service to your corporate customers. Help your business customers make the most of their mobile inventory to engage their customers and prospects in a new way.

## Contact Us

For more information, please contact [SaaS@real.com](mailto:SaaS@real.com) or visit our website at [www.realnworks.com](http://www.realnworks.com)