

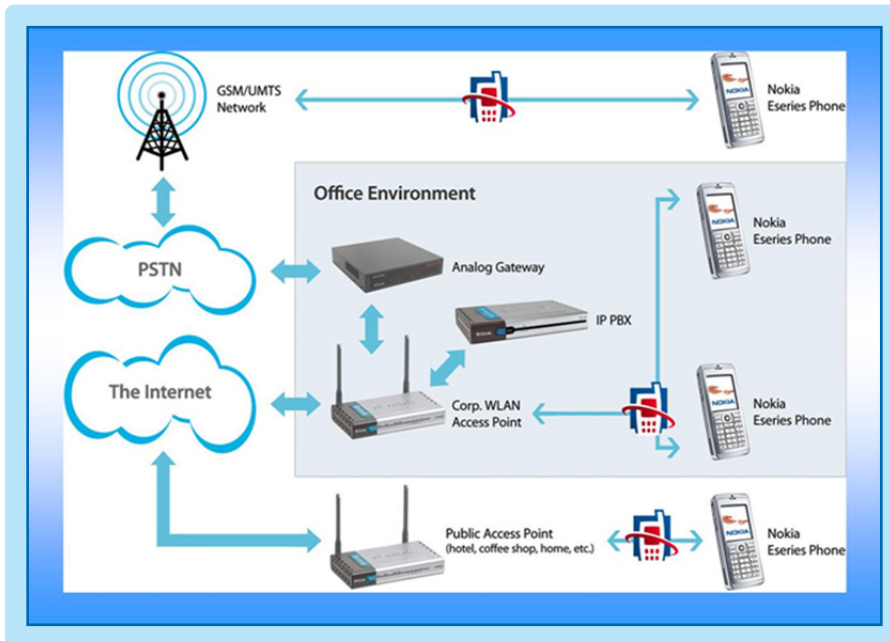
WiFiMobile OneFone Extends Corporate PBXs to the Road



WiFiMobile, Inc.
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 — Gerry O'Prey, CEO, WiFiMobile



All the conveniences of enterprise PBX service and contact lists are now available on 3rd Edition phones via WiFiMobile's OneFone application.

The S60 3rd Edition platform makes it possible for new devices to incorporate WLAN connectivity in addition to their standard carrier connections. From this convergence of technologies has arisen a new genre of convenient, cost-effective communications software solutions. WiFiMobile Inc.'s OneFone service is certainly one of the pioneers of this new genre, and it may very well be the best example. It allows roaming employees to use their mobile phones as extensions to the corporate private branch exchange (PBX) system, and to use the company's WLAN network for both data and telephony. Included with the service are many basic calling, Interactive Voice Response (IVR), auto-attendant, voice mail, conferencing, and security features. Voice over IP (VOIP) services are a key ingredient in the mix.

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WiFiMobile OneFone

WiFiMobile OneFone works with any PBX system that is compliant with the Session Initiation Protocol (SIP), thereby making it an easy, scalable solution for small businesses as well as large enterprises. It integrates the analog gateway of the enterprise with the corporate WLAN access point, as well as public access points such as those found in hotels, coffee shops, and homes. It has intelligent call routing routines that connect, for example, two mobile phones using the same carrier when that is the lowest-cost connection. The routines can also route low-cost off-network calls, low-cost roaming, virtual numbers. The software enables the user to carry and use just one phone across many different locales. When someone calls the extension of the mobile employee, the call



OneFone's "buddy list" uses presence to determine if another user has his or her phone registered with the SIP network. Calls can then be made by selecting that user and pressing the green button on the device.



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WiFiMobile OneFone Cont.

is routed to that employee, wherever he or she is. Likewise, that employee can directly dial another corporate extension and ring through to the extension without having to dial the main corporate number. Instead of dialing numbers at all, the roaming employee can simply access the enterprise contact database, select the desired party, and call that person's number by pressing the green button on the device.

"The S60 3rd Edition platform is a real revolutionary platform," says Gerry O'Prey, chief executive officer of WiFiMobile. "Our whole company plan is based upon these devices." The OneFone service works with dual-mode capable devices, such as the Nokia Eseries range and the Nokia Nseries devices. This currently includes the Nokia E60, Nokia E61, and Nokia E70 smartphones, and the Nokia N80 and Nokia N91 multimedia devices — with more to follow.

The business model for WiFiMobile is that the company gives away the client software but charges for the service. At present, more than 20 pilot programs are in place with operators in the U.S. and U.K. A second version of the service, which will include Presence detection via the Microsoft Live Communications Server, voice call continuity, and secure Real-Time Transport Protocol (RTP) features, will be available in Q4 2006. "As an example, a VoIP service provider might charge something on the order of \$14 per month for such services, and we would receive a share of that revenue," says O'Prey. "The pricing will, of course, vary according to geography and carrier." The software can be downloaded over the air using the Open Mobile Alliance (OMA) device management server, he adds. For enterprise penetration, the service will also be marketed by the VAR500 resellers.

Some of the key features of OneFone include:

- WISPr (Wireless Internet Service Project Roaming): Lets users roam between hot spots without losing their connections.
- Smart Client Authentication: This makes the authentication process both secure and completely transparent to the end user.
- Intelligent Call Routing: This allows the enterprise IT manager to set a dial plan that optimizes the cost-efficiency of the roaming user.

A more complete description of the features of OneFone can be found at www.wifimobile.com.

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How Forum Nokia PRO helps WiFiMobile

Putting together a product as complex as OneFone was no easy task, but fortunately, WiFiMobile had help from Forum Nokia PRO. "The Forum Nokia PRO technical people opened cases quickly and got us answers back within a day," says O'Prey. "We used their technical services quite a bit, and even developed an audio driver that gets the audio from the headset speaker rather than the large speaker. Many of the problems were solved by the Nokia technical services people, and we could not have done it without their help." Forum Nokia PRO also helped WiFiMobile on the marketing side, including inviting the company to present the product in the Nokia booth at the CTIA WIRELESS conference in Las Vegas this year.

The WiFiMobile development team developed the product using the CodeWarrior® tools, and feels that the new Carbide tools are even better, say O'Prey. "The beauty of the Symbian platform is that it is very open," he says. "Nokia sticks very carefully to the OMA download manager specification — which makes it easy — and Symbian also embeds platform security into the OS, which makes it useful in an enterprise environment."

www.nokia.com/developer



WiFiMobile PBX provides full integration between low-cost IP PBX devices and Nokia E-Series phones.

Looking ahead

O'Prey is a firm believer in the future of converged networks. "Companies that marry broadband with their cellular assets will see an increase in cost-effectiveness, productivity, and user satisfaction," he says. "This whole area presents an opportunity for new operators, and those operators who do not have Internet assets will have to acquire them to remain competitive." In particular, he believes that Nokia has struck a resonant chord with its new Nseries devices. "The Nokia N80 and N91 are going to be two of the biggest-selling phones ever — not just because of the Wi-Fi capabilities, but also because of their MP3-playing capabilities," says O'Prey. He is also looking forward to the broad adoption of WiMAX, the IEEE 802.20 standard that extends WLANs up to a 6-mile range.

