



SmartTrust announces SmartàLaCarte GeoCast 1.0 Availability

Reaching subscribers with interactive mass push

Cost efficient communication with regional addressing

SmartàLaCarte GeoCast enables the use of cell broadcast for SmartàLaCarte services. It is server based software with open APIs (Application Programming Interfaces) allowing easy integration to cell broadcast systems.

Release Highlights

The SmartàLaCarte GeoCast server allows you to send messages addressed to cells or geographical regions using cell broadcast providing an added dimension to your applications developed for SmartTrust Wib.

Support has been included for different addressing modes for regions and cells. A region is a predefined geographical area in the cell broadcast system. In the cell addressing mode, the message is sent to a specific defined cell as identified by its location area code and cell identifier.

A GeoCast API for development and deployment of applications using SmartàLaCarte GeoCast allows you to reach and interact with subscribers via services using SmartTrust Wib. Using the API, applications send messages using the different addressing modes and manage the geographical regions defined in the cell broadcast center as well as define custom regions.

SmartTrust WAC 4.2 integrates to SmartàLaCarte GeoCast server via the GeoCast API. This provides operators a common environment for live test of Wib applications regardless of bearer.

The message content may be either XML format or data. WIG WML is dynamically

converted to wiblets by the server to take advantage of the advanced features of SmartTrust Wib 2.0. To serve subscribers using SmartTrust Wib 1.3 enabled cards with the cell broadcast extension, the product can also deliver content as data that is used by card resident wiblets. SmartàLaCarte GeoCast even supports converting source language XML to satlets for S@T cards.

Simplifying integration with legacy cell broadcast systems in use by operators is a definition of WSDL (Web Services Description Language) interface used by SmartàLaCarte GeoCast. This GeoCast CBC (Cell Broadcast Center) API contains a number of generic operations that cell broadcast systems should support. The product has an off the shelf integration available to the cell broadcast system from the company One2Many.

Customer Benefits

SmartàLaCarte GeoCast provides an affordable mass distribution channel that can be used to reach your entire subscriber base or limit delivery to specific regions and cells. This makes possible deploying services that deliver more value to your subscribers when the content is location specific. This includes applications such as public transportation information and store specific regional marketing.

Because the product supports delivery of content over different cell broadcast channels, you can select the most appropriate channel for a group of subscribers that have subscribed to the specific channel.



SmartàLaCarte GeoCast Key Features

Feature	Feature Description	Customer Benefit
Active client integration	The active client on the SIM card can do more than just show data.	Enables services to be triggered to interact dynamically with the subscriber.
Cell broadcast capabilities	Provides a low cost, ubiquitous transport.	Enables reaching of large subscriber groups with information.
Cell broadcast system integration	Integrate to an existing cell broadcast system.	Re-use and leverage an already made investment.
Channel selection	Direct different types of content onto different logical channels.	Enables setting up of profiled information delivery to specific subscription groups.
Different addressing modes	Addressing messages to large, smaller and custom regions.	Enables pre-definition of regions over which message delivery shall take place.
Flexible content	The payload can be data or XML expressing logic.	Logic programming may be stored on the card or provided over the CB bearer.
GeoCast API	Provides a client integration point.	Existing and new applications can be extended to use SmartàLaCarte GeoCast.
GeoCast CBC-API	WSDL interface for integrating to external cell broadcast systems	Supports integration work by leading suppliers to get the right interfaces defined.
Region definition	Possible to add definitions of regions	Flexible way to let an application reach a desired regional distribution.
User actionable content	The payload can be a full-fledged service.	The user dialogue is active allowing subscribers to interact to the message in several different ways.
Wib client	Dynamic client for content.	Provides a flexible and well proven, interoperable client for cell broadcast services.