



CALLUP
ONE1 TELECOM DIVISION

PRBT

In today's mobile arena, personalization is the name of the game.



One of the most widely used personalization methods remains setting Personal Ring Back Tones.

The CALLUP PRBT platform provides the Operator with the means to provide this revenue generating service to its subscribers in various interfaces with a rich API enabling high level of customization in service definition.

CALLUP specializes in bringing to the market platforms supporting Hybrid, Legacy and Next Generation IMS networks. So you have the peace of mind that your level of service will not be affected while broadening your offering towards new capabilities such as Advertising RBT, Video RBT and more.

What's in it for the OPERATOR?

PRBT, a network centric value added service, secures content is purchased through the operator and not directly through the content provider.

CALLUP PRBT has a rich adaptable API allowing operators replacing legacy and obsolete RBT platforms to maintain a seamless transfer that will not be felt by neither the content providers nor the subscribers.

CALLUP PRBT utilizes CALLUP CanVAS Billing and Provisioning (BaP) module, enabling high level of customization on CDR formats, supporting all leading Billing protocols. Available for both pre-paid and post-paid customers.

CALLUP PRBT includes a drag & drop Service Creation Environment CanVAS SCE, which enables creating and modifying existing service flows. Any Service flow that is triggered through or utilizes an SMS, USSD, IVR or Web Service can be easily altered and updated.

What's in it for the SUBSCRIBER?

High level of customization in setting the Ring Back Tones. Different RBT can be set by caller, time, and various other criteria.

Ease of use, RBT can be set through multiple intuitive interfaces: WEB, APP , IVR, SMS, USSD

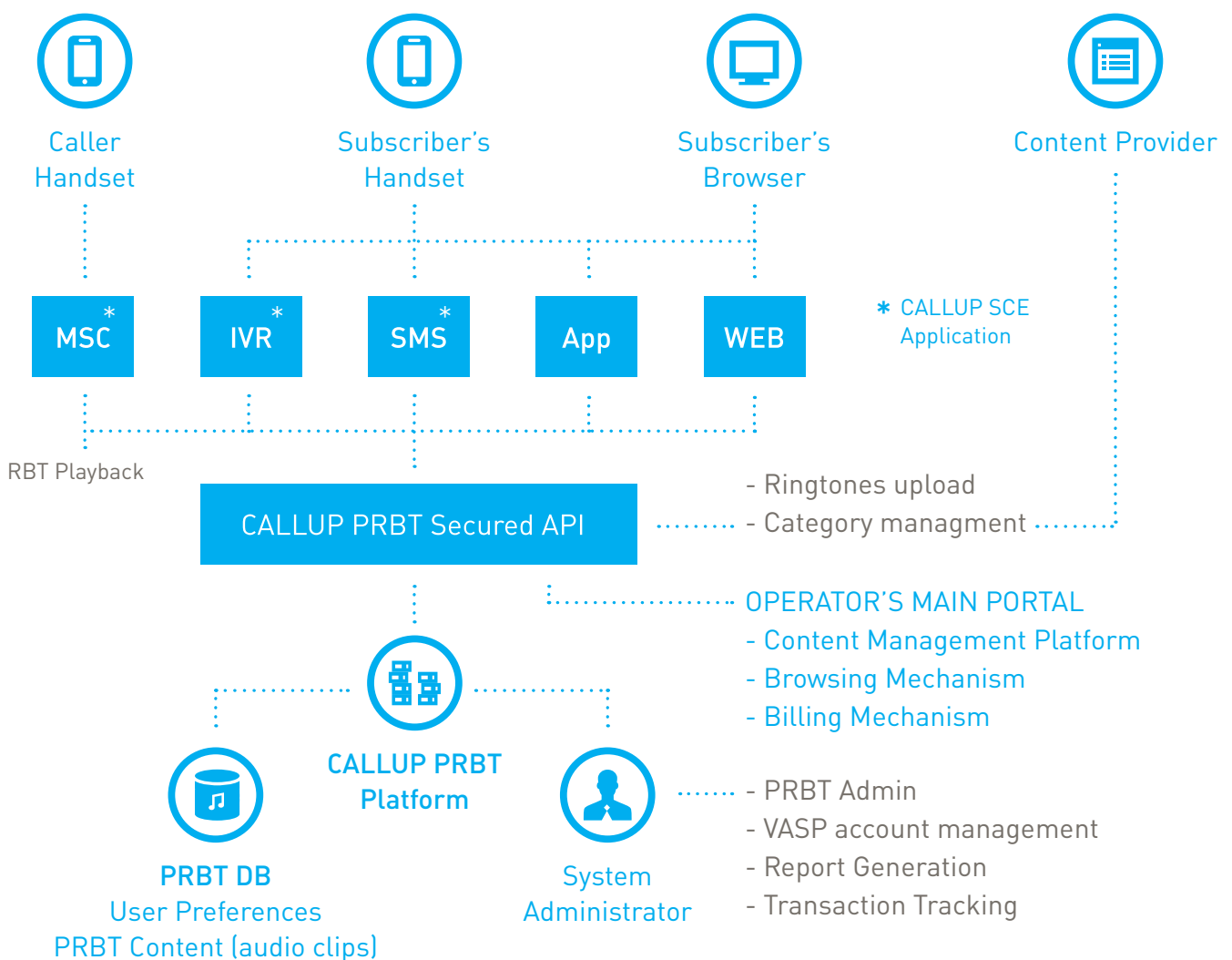
Handset independent solution.

FUN FEATURES SUCH AS:

- Song matcher – find your ring back tone by recording a short snippet of a song you would like, the system will find the full source.
- Copy ring back tone from a friend.
- Event calendar – insert your friends birthdays and special events, surprising them with a customized ringtone on their special occasion.

PLATFORM FEATURES

- Support SIP and/or ISUP SS7, over TDM or SIGTRAN
- Web, IVR, SMS, USSD and optional iOS/Android app interfaces
- Rich API for any white label site and content management systems
- Song selection based on caller ID, caller groups, time of day
- Copy ringtone from a friend
- Detailed usage and statistics reports
- Interface with any prepaid and postpaid billing system
- Highly scalable, from entry level to multi-million of subscriber
- Optional - Song matcher, an innovative complementary service to identify and purchase songs by recording a few seconds snippets



For more information please visit us on the web at:

www.callup.net or via e-mail: info@callup.net

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