

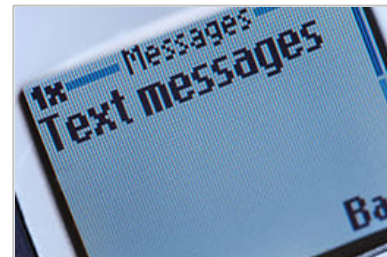


## UPSIDE WIRELESS Corporate Overview

### About Upside Wireless

Upside Wireless Inc. is a leading North American company that specializes in providing global mobile messaging services and applications for consumer and enterprise markets. Founded over 6 years ago Upside identified a gap in the marketplace for solutions that facilitate transfer of information between various information systems within enterprises, with their mobile employees, customers and partners using mass market devices - mobile phones.

Today, Upside is the telecommunications provider with the widest network coverage and the ability to deliver text messages to and from almost any mobile phone on the Planet. Upside serves over 20,000 individual customers' messaging needs and also provides mobile messaging and integration services to organizations such as Microsoft, Apple, New York Times, MessageLabs and Coca Cola.



Our services are run on a proprietary, messaging platform, SideWinderSMS which is continuously upgraded for new features, robustness and operating capacity. SideWinderSMS is operated from a secure and redundant hosting facility with 24/7 monitoring. Our operations team ensures that any issues in the network delivery are efficiently identified, communicated and corrected. SideWinderSMS enables development of mobile business solutions for a variety of vertical markets. The SideWinderSMS has over 99.95% uptime and complete coverage of all global networks with double or triple redundancy on most routes.

<http://www.upsidewireless.com/company.htm>

# Upside's Advantage

## ***Corporate SMS***

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Corporate SMS is a unique web based service implemented in the core of the SideWinderSMS platform. This service offers clients a fully customizable, fully functional, private label text messaging service hosted and managed by Upside. The benefits to our corporate clients include speedy deployment (as quick as one day) and low cost of entry into any local or global text messaging business. They can immediately create and manage user lists and offer some or all employees a powerful and integrated way to communicate with other employees, customers or partners. Each employee has personal, secure account which is accessed through a web site that has been private labeled (URL, colors, images, templates) by the site administrator.

## ***True Global Two-Way SMS coverage***

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There are almost 1000 wireless networks. Upside is the only service provider in the world able to deliver messages to almost all of them. In addition to the ability to deliver messages to almost any mobile phone on the Planet, our service is one of the few services with the capability to provide two-way messaging using standard functionality built in all mobile phones in use today. Recipients of messages sent from our services need only to press the reply button. These replies are then processed using our proprietary algorithm and stored in the original senders' mailboxes. Two-way messaging encourages conversation and expands the use of our service to applications such as personal and enterprise collaboration, Instant Messaging and premium messaging. Furthermore, our service enables respondents to reply at local rates in many countries.



## ***Proprietary Wireless Middleware Technology***

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Upside's services run on an in-house built customizable messaging middleware platform called SideWinderSMS. Currently in its 9th generation SideWinderSMS is a proprietary application with a set of interface tools and pre-built modules that embody the following characteristics:

- Enables rapid integration and deployment of mobile messaging business applications.
- A modern application based on open standards (Java).
- Enables timely delivery of relevant information
- Acts as an intelligent bridge between electronic information residing on various and otherwise disconnected networks (e.g., the Internet, various data wireless networks owned by Telecoms, corporate networks running legacy applications and databases).

Upside's ownership of this platform and its experienced development team facilitates the flexibility of SideWinderSMS, allowing for quick adaptability to changing marketplace demands.

### ***Multiple Overlay Network***

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Upside's SideWinderSMS connects to an unlimited number of SMS centers which allows our service to function perfectly through a blackout of any one or multiple connections to any wireless operator. For example, Upside uses multiple routes to deliver SMS to any particular network. This enhances our ability to deliver messages as well as increasing throughput as more messages can be delivered using multiple delivery paths. Finally, this ability allows for messages to be delivered at the lowest cost as with all things being equal, priority will be given to the lowest cost path.

### ***Multiple user and application interfaces***

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Access to WIS is provided by a variety of interfaces, each appropriate for the specific needs of the individual(s) or database that are sending or receiving the SMS.

- Microsoft Outlook plug-in: Users familiar with Outlook can send and receive SMS in the same way as they would send e-mail.
- Hotmail-like web interface: Using any web browser, users can upload their address book and send and receive SMS messages.
- Google Plugin: send and receive international SMS from Google Desktop
- IE7 Plugin: Sending and receiving SMS has never been easier. All you need is Internet Explorer 7. You can even send any text or picture that appears in the browser! Instant Messenger application: Sending SMS from it is very much like sending instant messages through Yahoo IM, MSN or AOL.
- Developer SMS API: By far the most scalable interface to SideWinderSMS is the simple programming interface that

enables any enterprise application such as CRM, ERP, e-mail server or any other custom made application or business process, to be connected global SMS networks quickly and without capital investment.

### ***No Downloads – compatible with all phones***

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Our philosophy is to provide access to information from any mobile phone. Our services can be used immediately with no special downloads or configuration. In other words, there are almost 2 billion phones today that can benefit from our services.

### ***Dedicated Premium and non-Premium Local Numbers***

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An additional service Upside can provide is the ability to assign one or more premium or non-premium local numbers per user account. This allows our customers to promote a virtual mobile number and collect messages from their customers. For example, a dedicated virtual number can be associated with an account – all text messages that are sent to that number are automatically forwarded to one or more of the following:

- User's Inbox
- Many user's email account
- External application
- Another mobile phone
- Or any combination of the above

<http://www.upsidewireless.com/advantage.htm>

## **Contact**

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