

touching lives

**Need an easier way to reach out
to Indian Mobile Users?**

We can Help!

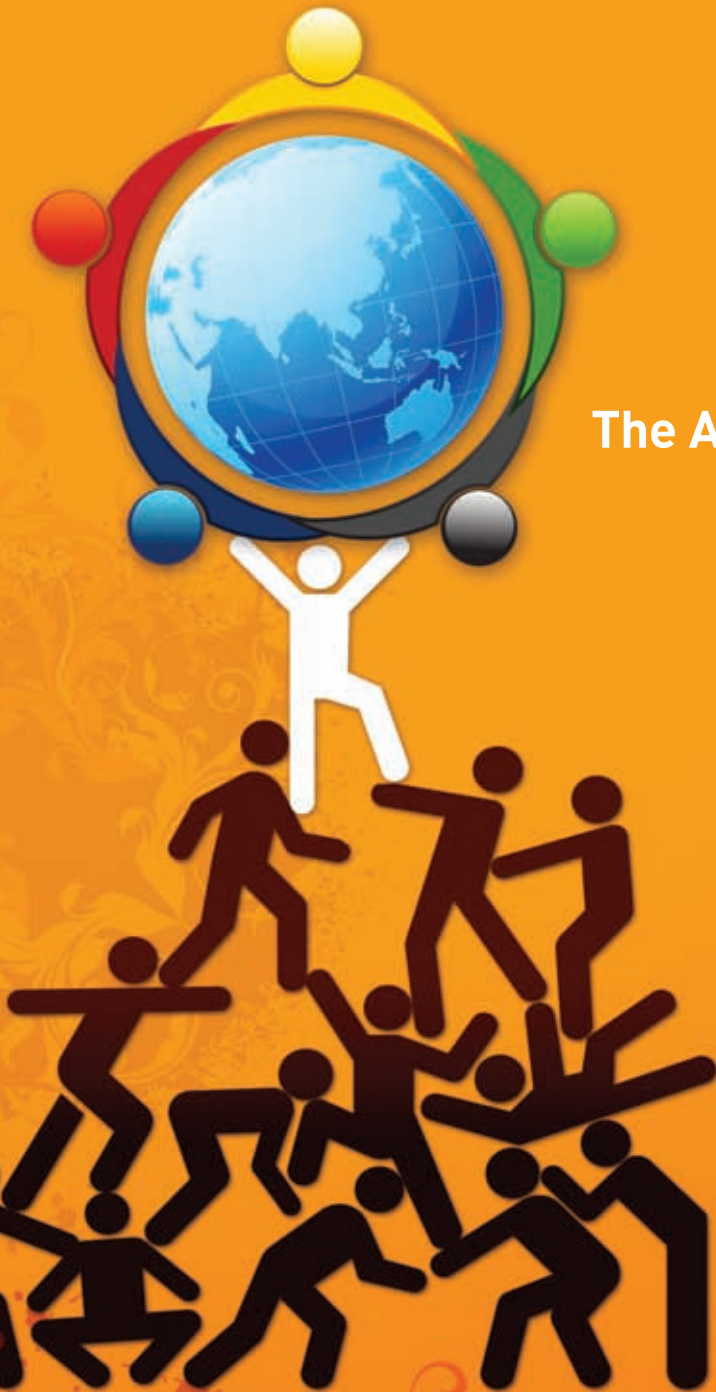


The App Store for Speech Applications

Mobile subscriptions in India stand at 400 million and continue to grow rapidly. Speech-enabled services have a huge potential in emerging markets like India, as they are accessible from any handset and the user education required is minimal. As mobile services spread to the bottom of the pyramid where literacy is a challenge, speech-based services are an ideal vehicle for M-VAS.

Where on one side consumers are demanding choice and timely and relevant local information, on the other side there exists in India abundant talent with entrepreneurial ideas for innovative applications.

The business opportunity before innovative MVAS developers is huge. But to get there, challenges like high cost of ownership, market access and domain expertise have to be overcome. At OnMobile, we believe that these innovators hold the key to the future of the industry. With this vision, OnMobile has taken the initiative to build an ecosystem by opening up access to "Ozone," our Industry standards based, robust and flexible Multi-Modal Platform, to foster the development of innovative MVAS products.



Leveraging our relationship with mobile operators, telecom equipment providers, product developers, academic institutions, VCs and content aggregators, the OnMobile Developer Network is the first-of-its-kind 'Speech App Store' that shares domain expertise, best practices, technology know-how, marketing & operational support to establish a mobile applications ecosystem.

ODN is a comprehensive technical and marketing package that is robust yet flexible enough to meet the needs of diverse companies. Entrepreneurs/ Content players can create innovative VAS services on established ODN Platform and market it across wide client base.

What ODN Partners Have To Say

"Hexolabs has been an ODN beta partner with our Antakshari voice application for more than 10 months now and we would like to express how at home we feel. OnMobile's experience, Plug n play infrastructure and operator/content owner relations truly make mobile telephony voice application development a breeze. There is a genuine open door philosophy with the ODN Team that is always available to listen to you and give any assistance that you require!"

- Rajamanohar, Managing Director, Hexolabs

Application: Antakshari | Operator: Idea Cellular, MM No: 55455 (Subscription) & 55855(Browsing)

"At a time when Entrepreneurship and Application Developer Community was looking for avenues to make meaningful progress of their ventures and ideas, along came ODN from OnMobile - A great initiative that helps developers and mobile application developers reach the market!"

-S R Raja, Founder Trustee & President, Mobile Monday Bangalore Trust Regd.

Frequently Asked Questions

Q. What is special about the ODN platform?

A. Ozone is OnMobile's robust & flexible multi-model platform that enables products to be delivered using Voice, WAP, SMS & MMS. It provides features like Speech Recognition, Messaging, Call handling, alarms & health monitoring.

Q. How can partners access the ODN platform for development? How do they test and demo the applications developed?

A. An SDK is provided for partners with the respective APIs based on application requirement. Partners can obtain telephony numbers to test and demonstrate their applications.

Q. What's in it for me?

A. Entrepreneurs/Content players can create innovative VAS services on an established platform and market them across a wide client base. Individuals/Outsourcing companies can leverage existing skills and get a strong foothold in the telecom Industry. From students with bright ideas to venture capitalists with an interest in telecom investment, everyone can find a reliable partner who needs help in making exciting mobile products.

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