



## Openwave® Rich Mail

### Broadening the Messaging Experience

Converged communications, content and community are the foundations for expanded Web 2.0 messaging offerings and improved revenue opportunities. To achieve this and to own the messaging experience, service providers must integrate their own core communication services with third-party content and community services.

Openwave Rich Mail enables service providers to deliver this integrated messaging experience, while also generating revenue, growing the subscriber base and introducing new services. Built on a flexible, open source, Web 2.0 widget-based framework, Rich Mail enables subscribers to personalize their messaging experience with services such as integrated messaging (email, voicemail, SMS, MMS), PC-mobile messaging, email aggregation, chat, synchronized address book and calendar, social networking, and content sharing with Facebook, Twitter, Flickr and more.

### Product Benefits

- **Improved user experience and satisfaction** — subscribers can fulfill messaging, social networking and content needs in a central location
- **Increased revenue** — service providers can monetize messaging services via advertising insertion, e-commerce, voice calling, mobile messaging and information services
- **Faster time to market** — widget framework enables service providers to upgrade and evolve individual applications and reduce time to market for new services
- **Easier customization** — service providers can add their own widgets to extend operator reach and drive value-added, personalized services.

### Product Details

#### AJAX-based Open Platform

Rich Mail supports advanced Web 2.0 features such as drag-and-drop and dynamic updates within the user interface, without reloading the entire page. Service providers can extend Rich Mail through the open source widget framework to provide additional end-user services.

#### Subscriber Features

- Compose, send and manage email, SMS, MMS and voice messages in a single user interface
- Manage e-mail from other accounts (including voicemail, Gmail, Hotmail, Yahoo and POP/IMAP accounts)
- Organize personal contact data and synchronize it with a mobile device
- Manage content and share within a community
- View and manage Flickr content
- Manage appointments through a calendar
- Use a conversational view for two-way PC-to-mobile message exchange (SMS/MMS) with contacts
- View and interact with Facebook and Twitter
- Leverage innovative, intuitive drag-and-drop interaction between widgets
- Manage messages from iOS-, Android- and S60-based smartphones

#### Revenue Generation

Rich Mail enables service providers to generate additional revenue through:

- Advertising insertions — banner ads, search click-through and in-message advertising

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- E-commerce — downloads/purchases of videos, gaming, photo services, etc.
- Voice calling — increased adoption of VoIP and video calling with click-to-call capabilities
- Dictionary-based data detectors — linking words or phrases to operator portal or partner sites
- Information services — including location, traffic, news, etc.
- Increased mobile messaging (SMS, MMS)

## A Complete Communications Solution

Rich Mail is pre-integrated with Openwave Email Mx and can be seamlessly integrated with other third-party applications based on the same Openwave messaging platform, helping service providers offer a broad messaging experience at a low TCO.

For more information, please contact [sales@openwave.com](mailto:sales@openwave.com) or visit [www.openwave.com](http://www.openwave.com).

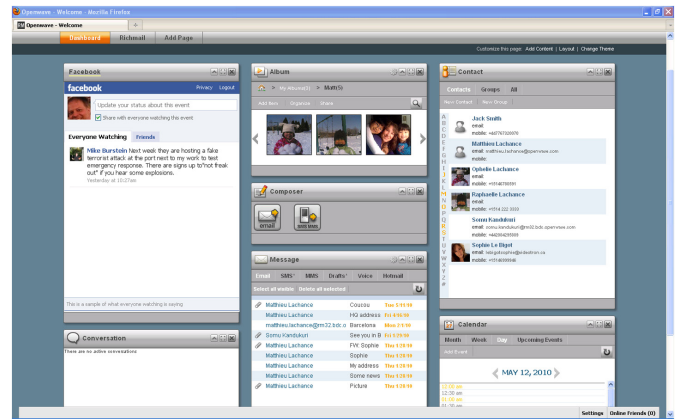


Figure 1: Rich Mail dashboard view fulfills messaging, social networking and content needs in a central location.



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## About Openwave

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