



## Openwave® Network Address Book

### Designed to Synchronize Contact Information Across Multiple Connected Devices

The proliferation of connected devices and applications like email, SMS/MMS and voice has led to a situation where users must maintain multiple locally stored address books. Over time, the contents of each address book diverge because users don't always remember to update each address book with every change or addition. Synchronizing one's contacts, so that the same information is available from all connected devices, is an increasingly complex task.

The Openwave Network Address Book (NAB) synchronizes contact information across multiple platforms, giving service providers the power to personalize and simplify their messaging services. Subscribers can focus on communicating rather than worrying about back-up or compatibility issues.

The Openwave Network Address Book is a multi-access address book that enables users to manage and access their contacts, calendar events, tasks and notes from webmail, PC email clients (e.g. Outlook/

Outlook Express), mobile phone address books and voice interfaces.

#### Subscriber Benefits

- Single address book available across all connected devices
- Automated address book synchronization eliminates need for manual updating
- Backup of handset data protects lost or stolen devices

#### Operator Benefits

- Reduced churn and increase revenue:
  - Improved user experience by providing a unique view of contacts from all devices and clients (messaging (SMS, MMS, E-Mail), web portal, Voice Activated Dialing, etc)
  - Back-up service for device data in case of lost or stolen devices
  - Personalization of contact list (e.g. specifying ring tones, avatars/photos on a per contact basis)
- Compelling converged services (e.g. incoming call identified by caller name on TV via set top box)
- Reduced billing inquiry calls and customer support expenses by translating phone numbers into contact names
- Strengthened branding by customized look and feel
- SyncML standards-based synchronization solution
- Standards-based API integration with associated service enablers (e.g. messaging, billing, portal)

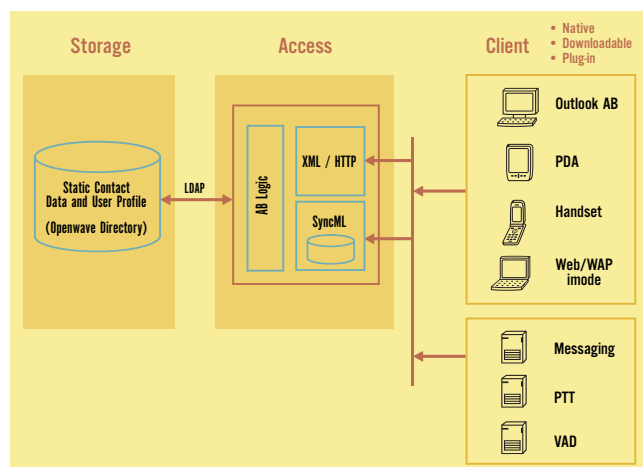


Figure 1: Openwave Network Address Book Architecture

#### Solution

The Openwave Network Address Book consists of:

- Synchronization via a SyncML (OMA-DS 1.2) compliant SyncML server of contacts, events, tasks and notes



## Openwave Network Address Book

- An API server to manage the direct access requests
- Downloadable SyncML clients to support handsets without native support and PC applications such as Outlook
- The capability to integrate with an operator's existing subscriber profile store



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### About Openwave

Openwave Systems Inc. (Nasdaq: OPWV) is one of the world's leading innovators of software applications and infrastructure designed to enable revenue-generating, personalized services, including mobile analytics, content adaptation, mobile and broadband advertising, and a suite of unified messaging solutions.

As the communications industry intersects with the Internet, Openwave software enables service providers to converge services, in an effort to increase the value of their networks by accelerating time to market and reducing the cost and complexity associated with new service deployment. Openwave's unique product portfolio provides a complete range of mobile internet service management, messaging, and location based solutions. Openwave is a global company with a blue chip customer base spanning North America, Latin America, Australia and New Zealand, Asia, Africa, Europe, and the Middle East. Openwave is headquartered in Redwood City, California. For more information please visit [www.openwave.com](http://www.openwave.com).

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