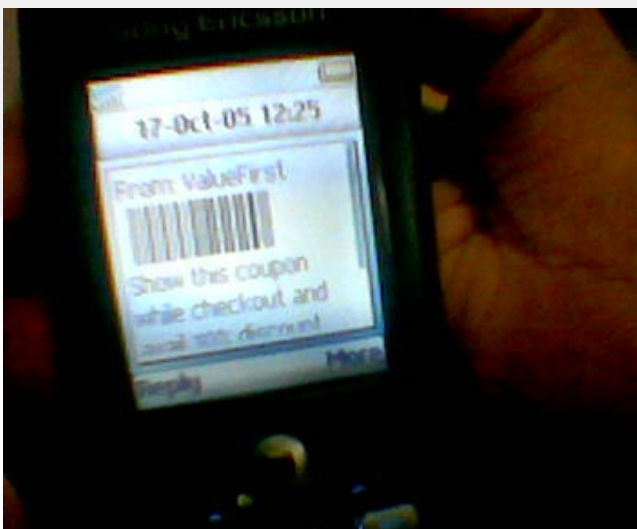


Send M-tickets and M-coupons

The barcode manager is a window based application that lets the Enterprises send bar-coded SMS through their IT system. The barcode manger can deliver barcode in Nokia Smart messaging format which is supported in most Nokia, Sony-Ericsson, Motorola and Samsung GSM mobiles phone as well as few other brands. The barcode are easily readable through any barcode reader supporting EAN_8 barcode format.



Intended Usage and Beneficiary

Entertainment & Travel Industry

Issue: Manual ticketing

The following points describe the problem with current ticketing solutions:-

- There is a huge cost related to ticket delivery. Since, it involves physical transfer of the material, either the end user has to visit the customer, or the customer has to send the ticket to end user.
- There is a significant cost attached to printing and generating such tickets.

Solution: M-Tickets

The following describe how SMS-barcode can replace manual ticket distribution:-

- The customers can store the name and ticket code in their own ODBC compliant database.
- The ticket code (seven digits) can be sent to end-user buying ticket from the cinema hall.
- The end-user brings his mobile phone along with SMS-barcode to cinema.
- The support executive read the ticket code and uses Sender ID, mobile phone number and text code to verify the ticket authenticity.

"The Barcode Manager provides manageability, cost saving and ease of transaction. Unlike tickets, the Barcode Manager delivers the tickets real-time at a very low cost".



Beneficiary

Movie cinemas, restaurants, theatres, Parks, Public museums, railways, airlines etc.

Direct Marketing

Issue: Manual Discount Coupons

The following points describe the problem with current discount coupon:-

- Manual distribution of discount coupon involves printing cost of distribution material and postal cost.
- Audience is also a major problem as potential end user usually ignores such flyer/documents.
- Presenting such document is also a problem as end user usually forgets to carry such coupon with them.

Solution: M-Coupons

The following describe how SMS-barcode can replace manual discount coupons distribution:-

- The customer can store the name, mobile number in MS Excel document (XLS sheet).
- Barcode manager can pick up the name from such sheet or document.
- The customer can specify his messages as well as discount details in the seven digit barcode.
- Customer sends the barcode to end-user who in turn bring the coupon to store with on his mobile phone.
- End-user shows the barcode at the checkout desk, the sales executive reads the barcode on mobile phone through a standard barcode reader.
- The discount amount is automatically subtracted from the bill.

"The Barcode Manager provides very high saving, manageability and 99% readability. Unlike Postal discount coupon, the Barcode Manager sends coupon real-time and to the target customer".

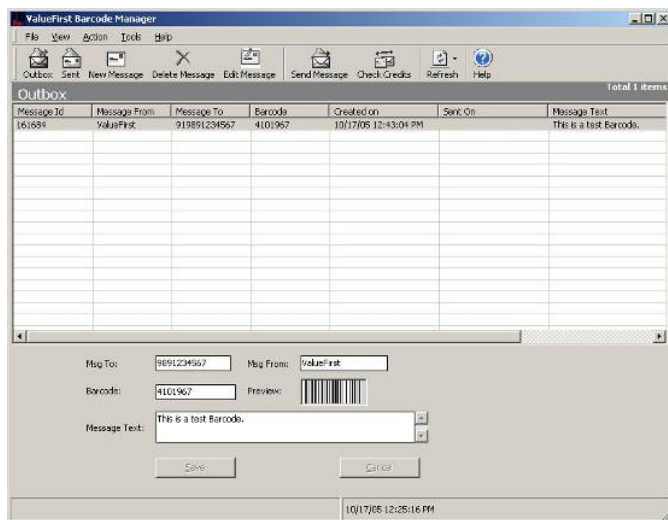
Beneficiary

Marketing function of Enterprises, Direct Marketing & Advertising companies

Features

Intuitive User Interface

ValueFirst Barcode Manager has an intuitive GUI which reduces the learning curve of the user



Intuitive GUI

Bulk Messaging

ValueFirst Barcode Manager can be used to send bulk barcodes to 5000 people in one go

Easy Functionality

Create, send, export or delete SMS messages. Forwarding/editing of messages is not allowed.

Barcode Message

Send barcodes up to 7 numeric digits in EAN_8 barcode format, readable by and barcode reader

Barcode Caption

Up to 120 characters of message text can be attached with each barcode

Deliver Status

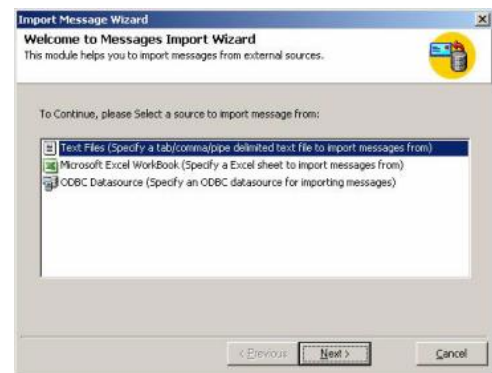
User receives delivery status of the barcode send/failed

Secure Connectivity

Connect via HTTP/HTTPS and SOCKS proxy

Import Messages

Message fields (*text, barcode, sender id*) can be imported from a number of data sources. Benefits are easy integration and maximum utilization of existing data sources



Import Data from Multiple Data Source

Server Access

Comprehensive MIS, Administrative Console (Manage multiple users and credits allocation)

API Support

ValueFirst Barcode Manager is supported by ValueFirst XML API Version 1.1

Credit check

Barcode Manager helps the user checks his/her credit which is useful before running the campaign



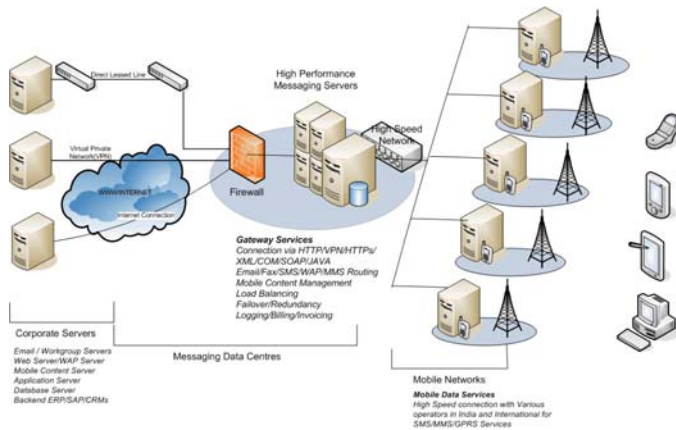
Features

Cost Effective

ValueFirst Barcode Manager uses IP connectivity to reduce costs and dependence on any specific mobile network

Framework

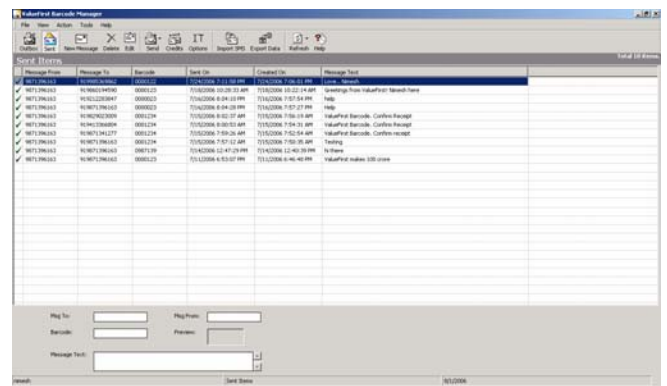
High bandwidth connectivity with leading mobile operators' SMS gateway ensures instant and reliable delivery



ValueFirst Network Architecture

Message Store

ValueFirst Barcode Manager stores all the messages in a data store for the preview/post view and exporting of messages



Message Outbox

Minimal Operating Requirements

ValueFirst Barcode Manager utilises proprietary multithreading technology to provide efficient transmission of large volume of data, even on low-end desktop terminals with slow internet connectivity

| Technical Specifications | |
|--------------------------------------|----------------------------------|
| XML/HTTP based API | Fully multithreaded architecture |
| UCP, XML and PHP support | TCP/IP based transmission |
| Compatible with EAN_8 barcode format | Minimum system requirements |
| Full ODBC support | SSL |
| Works on Windows 2000 and XP | Message import and export |
| No external Hardware required | HTTP and SOCKS proxy |

Contact Us

ValueFirst Global Addresses



INDIA

B-17, Sector 32,
Gurgaon Institutional area
Gurgaon 122001, Haryana
Tel: +91 124 4632000
Fax: +91 124 4042539
Email: info@vfirst.com

UK

6 Mannamead Road,
Plymouth, Devon, PL4 7AA
United Kingdom
Tel: +44 (0) 870 890 0025
Fax: +44 (0) 870 132 7848

Nigeria

Elephant House,
239, Ikorodu Road, Ilupeju,
Lagos, Nigeria
Tel: +234 8023413540 (Mobile)
Fax: +234 1 4771001 (Fixed)

PAKISTAN

35-C Al-Madina Heights
C.P. Berar Society,
Block 7/8 Karachi,
Pakistan
Tel: +92 21 493-1549,
493-1539.

ROMANIA

Str. Alba Nr. 12
Ap.1, Sec 4, Buqursti,
(Zona Rondul Cosbuc),
Romania
Tel: +40 21 33 55 416
Fax: +40 21 33 55 416

Sri Lanka

#12, 28th Lane, Off Flower Road,
(Sir Earnest De Silva Mawatha)
Colombo 05
Sri Lanka
Tel: +94 11 2573058
Fax: +94 11 2573058

UAE

P.O.Box 24459, Suite 712, The
Fairmont Hotel, Sheikh Zayed
Road, Dubai, U.A.E.
Tel: +971 4 3124413
Fax: +971 4 3124412

e-mail: info@vfirst.com

web: www.vfirst.com

©2006 ValueFirst Messaging All rights reserved. No part of this publication may be reproduced, transmitted, transcribed, stored in a retrieval system or translated into any language in any form by means without the written permission of ValueFirst Messaging.

