

TravelWise

A Location Aware Content Solution

TravelWise - a unique, location aware content delivery solution that enables mobile network operators to increase their ARPU by delivering dynamic, up-to-date travel information to subscribers.

With a Mobile Travel Guide enabled by TravelWise you can ensure your subscribers have instant access to useful location based information whilst they are on the move, either for recreation or business.



Key benefits to mobile network operators:

- » Provides a high revenue, high profit margin opportunity
- » White label solution for total customisation and branding
- » Opportunity for mass market deployment
- » Robust, reliable, flexible, scalable application
- » No specialist equipment required
- » Increase/retain loyalty and market share among higher ARPU segments
- » Increase usage of data services to drive up ARPU
- » Increase proportion of consumers who use their mobile phones while travelling
- » Rapid market entry
- » Increase VAS offering / extend portfolio
- » Utilise an advertising driven model - enabling subscribers to be offered free content
- » Creativity Software is a market leader in deploying award winning mobile travel applications
- » Well established, successful application.

Key benefits to subscribers:

- » Instant access to dynamic, up-to-date travel information (restaurants, cafés, hotels, traffic, weather, prayer times etc.)
- » Street level mapping
- » Point of Interest search facility
- » Based on high quality content generated either by local or international travel content specialists (e.g. Navteq, TeleAtlas, etc.)
- » Access to branded, rated and trusted travel content.



What it does

Knowing the location of subscribers presents real revenue opportunities for mobile network operators and real value for users. The TravelWise application enables mobile network operators to give subscribers access to relevant information such as petrol prices and traffic and weather information specific to the city or location they are in. This breadth of information is contained in a single application providing a centralised, time efficient and easy to use travel information solution.

By deploying a mobile travel guide, mobile network operators can deliver premium content to a receptive audience – restaurant, café and hotel reviews and street level mapping – useful data that drives network usage and differentiates your brand.

Key features:

- » Content available in multiple languages
- » POI (points of interest) search
- » User interface available in multiple languages
- » Rich POI content (restaurants, hotels, bars, cafés, theatres, nightclubs etc.)
- » Managed service option
- » Make voice call to POI directly from application
- » Link to POI website directly from application
- » Map view and list view to suit preference of the user
- » Street-level maps showing location of chosen POI
- » Web-based travel content editing capabilities
- » OTA (over the air) download of maps.

How it works

TravelWise is a travel content delivery platform which uses multiple service delivery channels depending on operator and consumer preferences (i.e SMS, USSD, J2ME, IVR, MMS). The platform is capable of supporting all major regional content and any language.

The application is highly flexible and can be used with the majority of travel information providers as well as having the capability to use specific device functionality and user interface requirements (for example you may require an exact, list-based user interface), making it an ideal choice for mobile device manufacturers.

With the proliferation of WAP enabled handsets still low in many parts of the worlds, TravelWise can deliver content to subscribers via MMS, SMS and USSD depending on the capability of the handset, in addition to WAP.

TravelWise is location aware, and its functions range from Local Search, Find the Nearest to Maps. It uses GPS where available and Cell-ID as a default.

Deployment

TravelWise gave birth to Rough Guides Mobile, which today is installed on millions of handsets across Europe.



Creativity Software were winners of the Leisure and Entertainment category in the prestigious Global Navteq LBS Challenge Awards 2009 with Rough Guides Mobile and runners up of the overall award.

Contact us

For more information about how TravelWise can help increase your revenues please visit:

www.creativitysoftware.net

or contact us at

sales@creativitysoftware.net



About Creativity Software

Creativity Software is a UK company that specialises in Location Based Services. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning Infrastructure, Middleware and Applications, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers and enterprises.

Creativity Software Ltd
 River Reach, 31-35 High Street,
 Kingston upon Thames, Surrey, KT1 1LF
 Tel: +44 203 318 5848
 Fax: +44 203 318 5865
 Web: www.creativitysoftware.net
 Email: sales@creativitysoftware.net