

Mobile Application Platform



The **Mobile Application Platform (MAP)** is a software platform intended for the creation and implementation of mobile phone applications.

Major MAP Features

MAP Architecture

The MAP covers the solution of two basic components:

- The **MAP Server** module is intended for the creation of a server that primarily provides services requested by a client.
- The **MAP Client** module is intended for the creation of a client application stored in a mobile phone that provides the client with access to the offered services.

Owner Independence

The provider of a client application is always its owner, not a third party (mobile network operator). The owner determines, e.g., the offer of provided services or the client application control logic on its own.

The MAP Client allows utilizing the display capacities of mobile phone graphic (color and black-and-white) displays to the full extent. This allows implementing a design conforming to the provider's corporate identity in the client application.

High Level of Security

All data exchanged between a client and the provider are encrypted. The clients prove their identity in a secure manner. Optionally, it is also possible to protect the integrity of individual requests.

Therefore, the MAP is also suitable for the implementation of financial service systems, such as in direct banking.

Low Operating Costs

The MAP is independent of the SMS and SIM Toolkit technologies; using SMS messages is optional. Therefore, the operation of a MAP-based system does not require any fees for sent SMS messages.

Remote Update of Client Applications

The MAP allows extending the offer of services, modifying the offered services or their order in the client application menu, etc., at any time. The provider only modifies the configuration on the server, the client application will be updated upon the next connection with the server.

User Friendliness

The MAP Client uses a flexible definition of controls. The control of a client application respects the control logic of a specific phone type, including the use of its specific keys, which is advantageous especially on mobile phones with an unusual control design. The MAP Client also supports individual settings for a client application. Clients can, for instance, set up their own menu including the most frequently used operations or specify quick-access keys.

Easy Availability to Clients

The MBA is compatible with Java (MIDP 1.0 and 2.0) and Windows Mobile 2003, so its use is supported by almost all mobile phones currently available.

The MAP Client is optimized to allow the use of client applications even in phones with lower memory capacity. It allows adjusting client applications to the graphic capabilities of individual phone displays. The MAP Server then allows using multiple client application versions (adapted to different phones) at the same time.

This allows system owners to offer their services to virtually all clients.

Server Universality

The MAP Server allows covering an offer of services conforming to the provider's requirements and extending it or modifying the individual services at any time.

The module also allows using a proprietary database solution for secure data storage. It supports on-line and off-line communication with other systems in a selected format. The MAP Server is fully scalable according to the volume of processed data, allows distributing loads among multiple servers, and supports administration from user stations. This makes a MAP-based server easily integrable into a wider IT infrastructure.

Easy Implementation

The provider distributes the client application on its own and provides all services related to its use, including the activation. System operation does not require using any special hardware to manage or activate client applications.

Technology Used

The client communicates with the provider over the internet, using the TCP/IP protocol and GPRS connection. Communication uses the Client/Server mode.

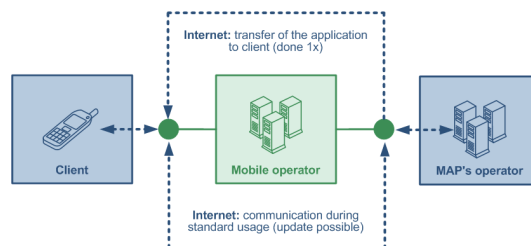
Contacts

A & L soft, s. r. o.
V Zahrádkách 5, 13000 Praha 3, Czech Republic
Phone: +420 284 862 333, Fax: +420 284 862 336
<http://www.alsoft.cz>, sales@alsoft.cz

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The client downloads the client application during the first connection and then uses it for access to the required services.



To ensure security, the client proves his or her identity by using the mobile phone with the appropriate (individual) encryption key and by entering his/her access PIN. To achieve an even higher security level, it is possible to authenticate the client (when logging-in to the system) or individual client requests with another element (password, token, grid card, or code table – TAN).

MAP vs. Older Mobile Technologies

MAP vs. SIM Toolkit

Contrary to SIM Toolkit, the MAP allows creating client service systems independently of third parties. It provides significantly better customization capabilities for the provider. It does not use SMS messages so there are no fees for sending them.

MAP vs. WAP or PDA (HTML)

In comparison with WAP or PDA (HTML), the client downloads less data from the server (the client application and its configuration are stored in the mobile phone), which means lower costs for the client.

MAP vs. PDA

In comparison with PDA, the MAP focuses on a larger customer group consisting of all mobile phone users.

