

Clip in Touch – Content Personalization for Mobile Web and Messaging

Clip in Touch Ltd. (www.clipintouch.com) develops and markets unique, innovative content personalization solutions for mobile and web messaging. Clip in Touch provides the answer to today's convergence efforts that bridge between the worlds of personal content to that of cellular communications. With sophisticated yet easy-to-use tools for mixing video, images, voice, music and text, Clip in Touch delivers an innovative user experience for sending high-impact, attention-getting messages to family, friends and colleagues.

With a unique mix of technological, business and creative expertise, Clip in Touch stands apart among personalized content solutions providers in giving partners and users the most exciting new messaging solutions.

Clip in Touch offers a family of personalized messaging solutions designed for different media and a range of user capabilities.

Commercially available through mobile operators and web content providers, Clip in Touch solutions are already delivering on the promise of personalized message solutions.

The Clip in Touch solutions range offers:

- Mobile Solutions (Clip in Touch J2ME, BREW, and WAP)
- Web Solutions (Clip in Touch Solo™, Clip in Touch Lite™ and Clip in Touch Pro™)
- Partners Solutions (Clip in Touch Content Management™, Stats™ and Data Manager™ Solutions)

Both the web and mobile interfaces offer users access to a rich repository of hundreds of ready-made clips. From the category of their choice, users select one of the provided clips that best express what they wish to say to the recipient. They then have the option to personalize the clip. Personalizing is simple to do with Clip in Touch's simple guided step-by-step process that involves:

- Adding personal images to the clip by means of an automatic integration process
- Selecting readymade text that can be further edited
- Adding user's voice which automatically mixes into the existing audio clip making it sound as if it has been professionally recorded

In addition to the above basic options, users may upload videos, images and audio clips from their own files, take pictures of themselves using their mobile phone, add them to the selected clip, edit their mix, then add transitions and have fun being as creative as they like, all via an attractive and intuitive application interface. The final clip can be saved in a folder on their device or can be shared with a user community in a public zone.

They can also choose a clip they have previously created on the web and save it in a folder, change it, and send it from their cell phone to another cell phone or e-mail address to a single or multiple contacts.

After these actions, the personalized clip is ready to be sent to either another cellular device or to an email address.

Clip in Touch is compatible with all mobile devices that use J2ME, BREW, Windows Mobile™ and WAP clients.

Clip in Touch has developed proprietary Content Management Software (CMS)[®] that enables it to manage its content efficiently, to track user demand and to analyze it statistically for the purpose of providing preferred content to the user community.

Clip in Touch solutions offer MNOs increased traffic and revenue, allow users to truly personalize their content, are easy to implement, manage and use at partners' and users level and allows for a vast variety of usage.