

Ubiq Mobile – a new universal platform for mobile online services

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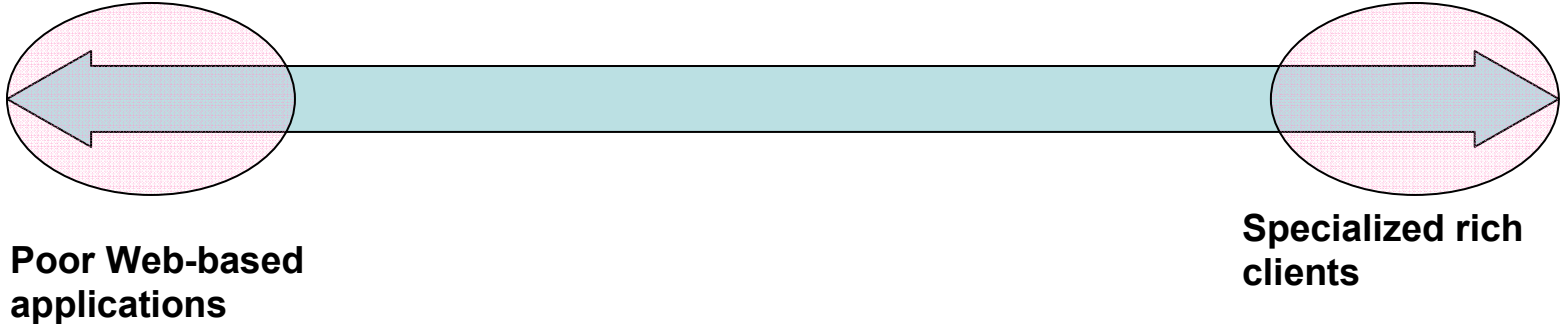
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The Problem

- Mobile services are not as widespread in our day-to-day life as we could expect
- Mobile devices are not “small PCs”
 - Smaller screen
 - Poor input abilities
 - Traffic and resources restrictions
 - Higher degree of “personal attachment”
 - Positioning
- Services should be designed specifically for mobile devices

Types of mobile services



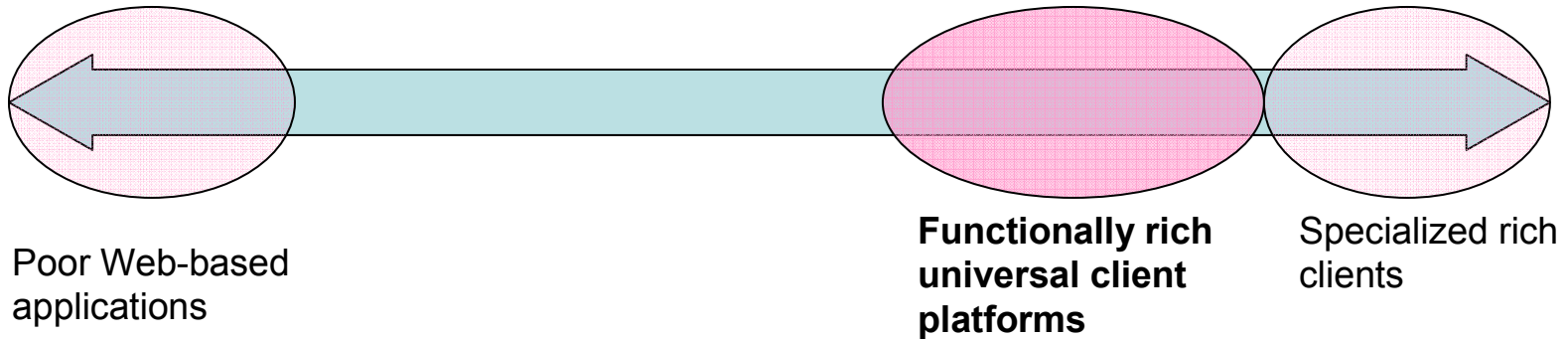
“Fat” rich clients provide the best results

- Rich functionality and user experience
- Use all the device’s possibilities
- Provide traffic and resources optimization

But

- Very expensive in development

Area of Interest



Functionally rich universal platforms

- Provide level of functionality comparable to the “fat” clients
- Less suffer from platform fragmentation
- Easier to develop applications

Examples

- Mobile Ajax
- Nokia widgets
- Sun MSOA



Our Project – Ubiq Mobile

- Terminal “mainframe-like” architecture
- Unified client component for all supported devices
- Graphical data exchange via custom protocol
- Using sophisticated mathematical algorithms
- Server works under Microsoft.NET
- Clients for Symbian S60, Windows Mobile and J2ME

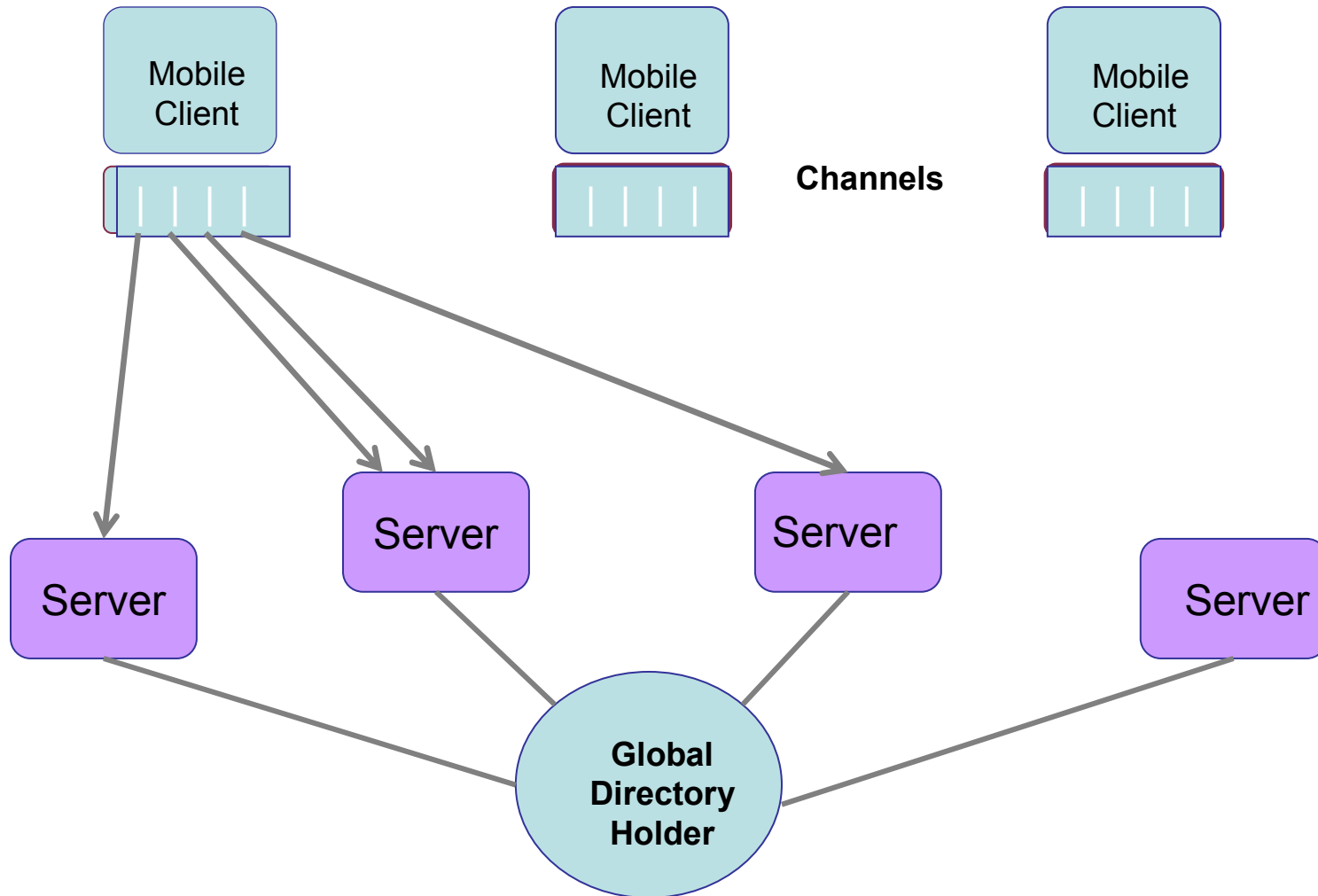


Main Features

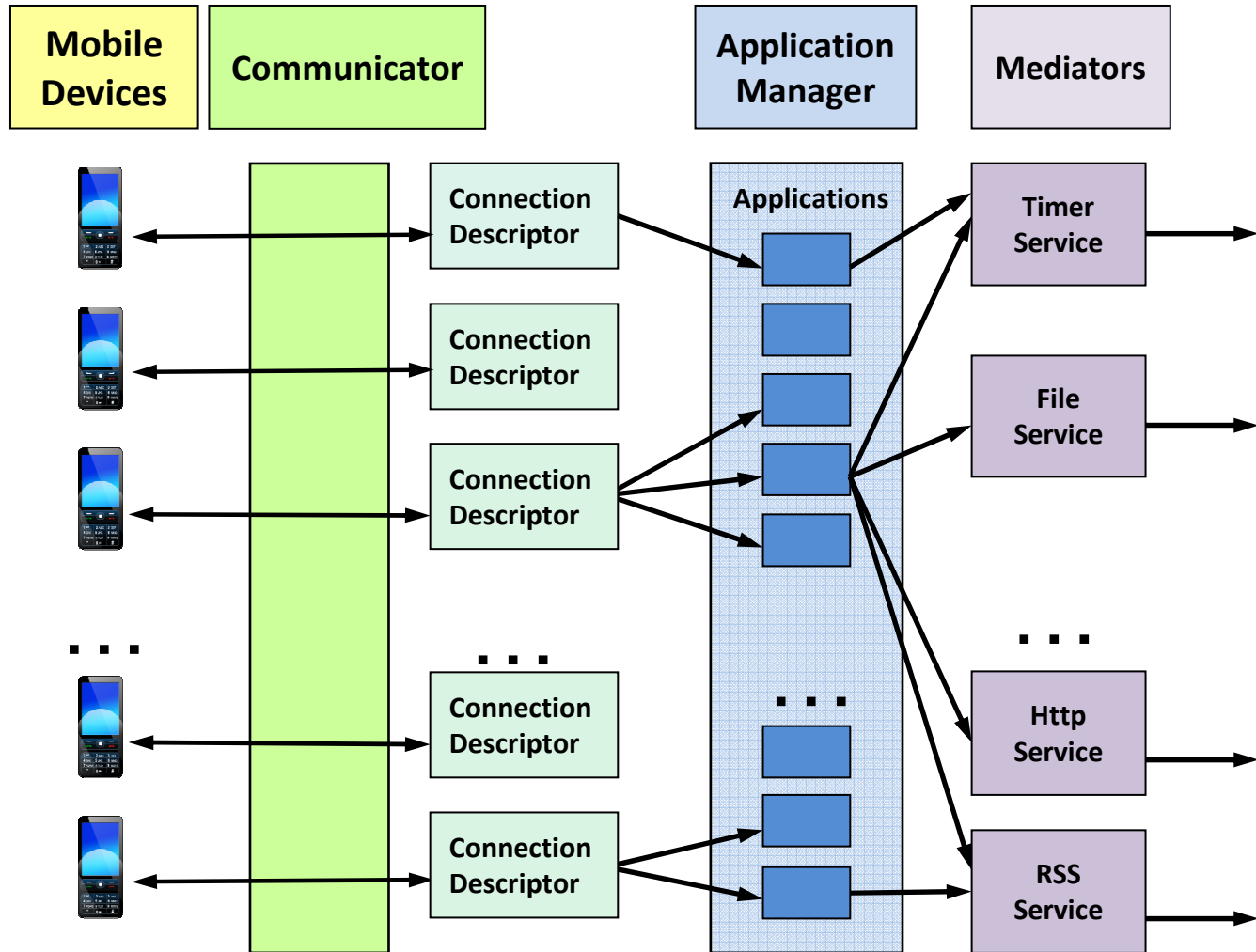
- High interactivity
- Rich user experience
- Traffic optimization
- Users' sessions persistence
- Support of positioning
- Work on slow connections (GPRS, EDGE)
- Easy development of applications



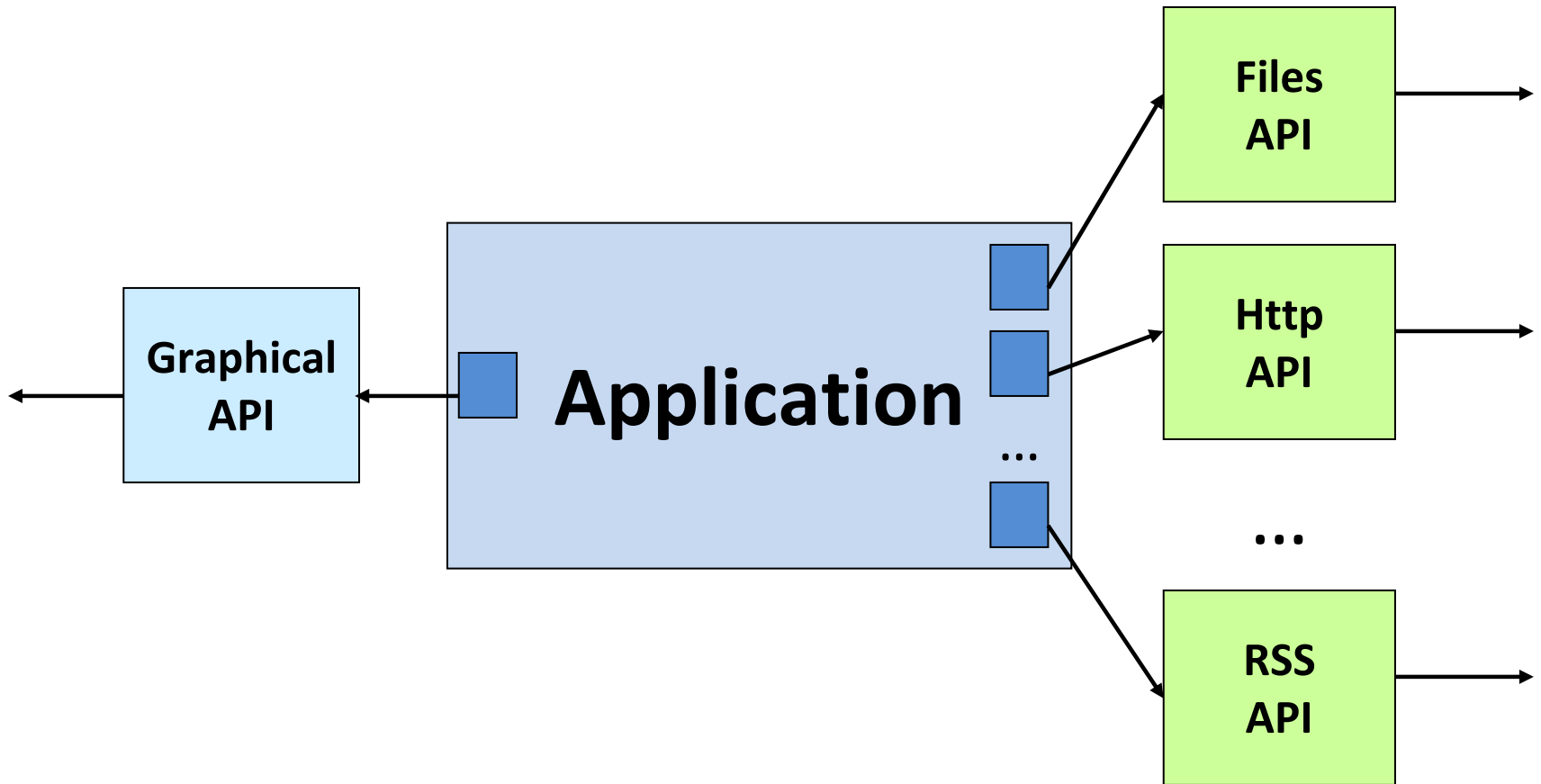
Ubiq Mobile network structure



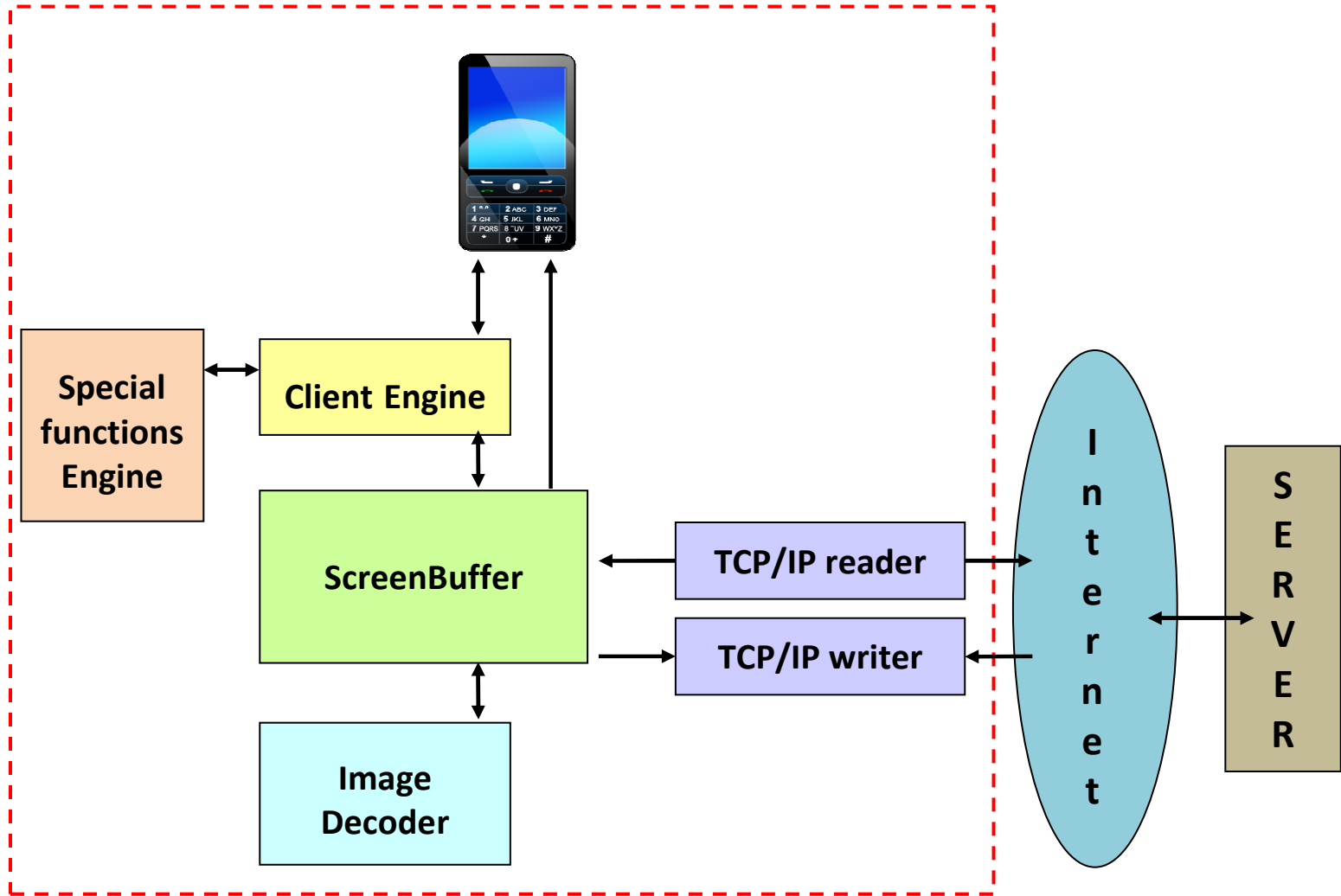
Server architecture



Application APIs



Client Architecture





Target Application Types

- Information services with dynamic content
- Complex mashups
- Mobile banking services
- Location-based services
- Multi-user online games
- Monitoring and controlling of remote devices