

Astute ODP

(The Next Generation Store Front)

India's Largest ODP Network

With
16+ million Registered Users
31+ million In-App Downloads
27+ million USD Gross Revenue

Every Feature on Every Device



Astute ODP



Astute ODP is India's largest ODP Network with more than **16 million registered users** and preferred choice for Telcos and Enterprises .

In the most competitive world, every enterprise is looking for one stop solution for mobile to cater all channels of mobile services at one basket.

Astute had brought world's first ODP network to meet all kind of services across On Device Portal (ODP) as **Triple Play Storefront**. It's one of the unique kind of ODP which is focused on **Triple Play strategies** i.e. targeting **Voice** (Voice Network Channel), **Access** (Data Channel) and **Media** (memory space available with device)

Integrated solution

Idle Screen Alerts – Interactive Promotional Tool

m-Shortcut – An Innovative Discovery Platform Support

**Astute ODP –
Store Front**

- i. Wow Factor UI
- ii. All Content Type Support
- iii. Social Networking
- iv. LBS
- v. Streaming
- vi. Language support
- vii. Rating , reviews..
- viii. Banner Ads/ Click to Video Support
- ix. In App Browsing
- x. Easy Pre-embedded Option for OEMs



**VOD + MOD +
Mobile TV**

- i. In Built Mobile TV
- ii. In Built Video On Demand with Astute Patented Video Codec
- iii. In Built Music Streaming
- iv. Adding Karoke, Gossips, Blogs & Music Uploads to SNS



**Content Management
Systems + Reporting**

- i. CMS with Advanced Features
- ii. Single CMS for multi operators, multi-technology & multi Content Partners
- iii. Easy Publishing Mgmt Console
- iv. Single/ Bulk Upload Console
- v. Third Party Content integration
- vi. Various Types of Reporting
- vii. Tracking Downloads



**Billing +
Subscription**

- i. IN Billing Support
- ii. OCG Billing Solution
- iii. Various Subscription Support
- iv. Third Party Billing Integration
- v. MO/ MT Billing
- vi. Billing Wrapper Support

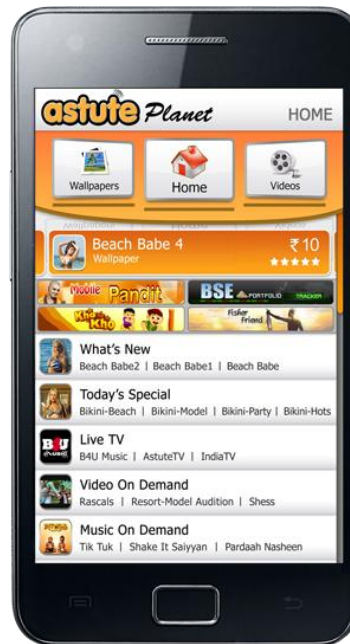
Support of 500+ Games & Apps

Select Key Features

- Advanced CMS
- Advanced Billing OCG
- Idle Screen Promotions
- mShortcut (One Dial Discovery)
- Mobile TV and Movie Streaming
- Video and Music on Demand
- Inbuild Games and Apps Store
- Third Party Ad Network
- Video Ad Integration
- SNS Integration
- Pulse of Rev/Dwld thru mail
- Web Store Integration
- Bulk SMS promotions
- Widgets, Ticker, Banners etc
- RSS Feeds
- Text Services
- Content Preview, Review etc
- Share & Recommendation
- Creating Shortcut on Home Page

Every Feature on Every Device

Smart Devices



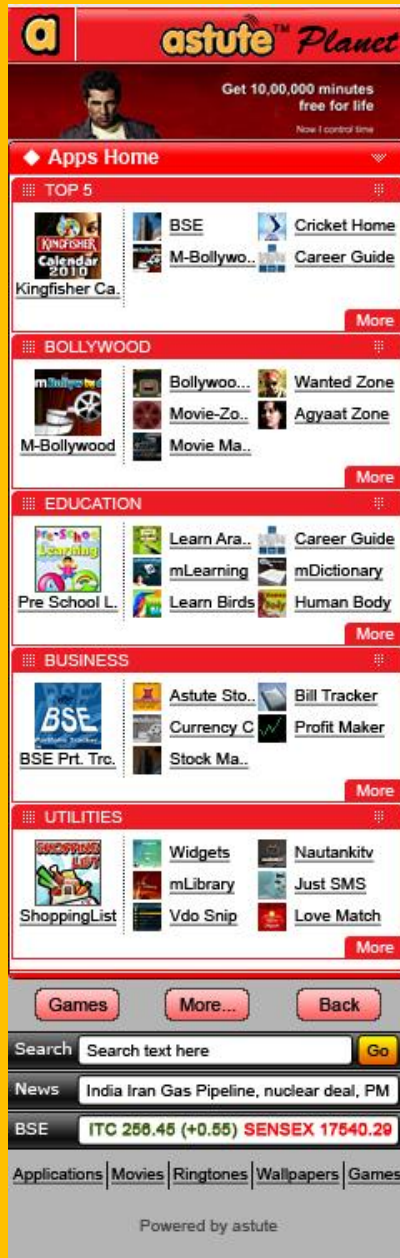
Touch & Type



Low End Devices



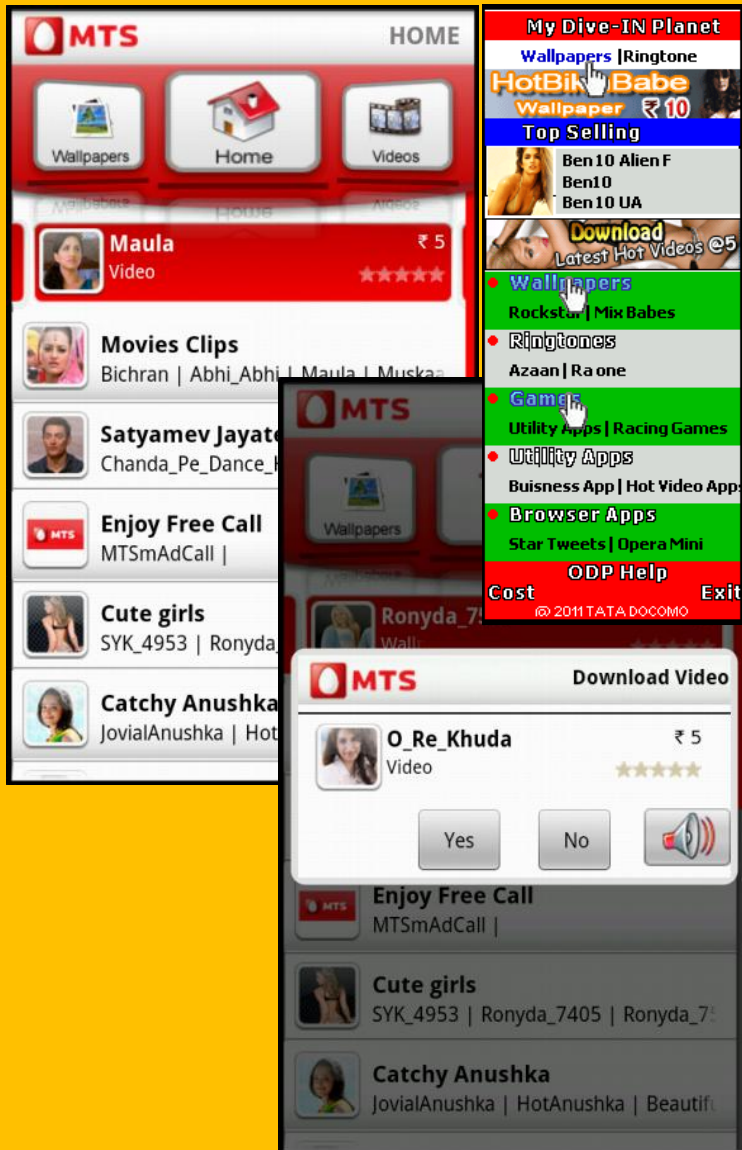
Also Available on WAP



Select Features for WAP

- Every Feature on Every Mobile
- Advanced CMS and OCG
- Mobile TV and Movie Streaming
- Video and Music on Demand
- Inbuild Games and Apps Store
- Third Party Ad Network
- Video Ad Banner Integration
- SNS Integration
- Pulse of Rev/Dwld thru mail
- Web Store Integration
- Bulk SMS promotions
- Widgets, Ticker, Banners etc
- RSS Feeds
- Text Services
- Content Preview, Review etc
- Share & Recommendation

Versions of ODP



- **Basic Version-** No GUI. Promotions of Content through Idle Screen & mShortcut along with CMS. File Size of 40KB only. Available for Android, Java & Bbery Only.
- **Ver 1.0-** Basic Ver + GUI for every device
- **Ver 2.0-** Ver 1.0 + Third Party Ad Banner Integration
- **Ver 3.0-** Ver 2.0 + SNS Integration
- **Ver 4.0-** Ver 3.0 + Streaming Module for Mobile TV, Movies and Videos
- **Varieties to be added (Optional on Choice)**
 - ✓ Windows, Iphone, bada, Brew, Symbian
 - ✓ Customize for Tablet
 - ✓ WAP portal
 - ✓ Web store integration
 - ✓ Video Ad Integration
 - ✓ SMS, CRBT, IVR Integration
 - ✓ Billing (Operator, TP payment gateway)
 - ✓ Bulk SMS
 - ✓ Pulse of Rev/Dwld thru hourly mailer

Value Impact of Technology



- ❖ **Driving** mobile data revenues for Enterprises
- ❖ **Increasing** mobile content download sales
- ❖ **Delivery** of personalized mobile services
- ❖ Providing **“Wow Factor”** for adaptation of mobile services
- ❖ **Ready** and easy to use for the customer.
- ❖ **Consistent** customer experience, across a wide range of handsets.
- ❖ **Fast**, seamless connection regardless of network type.
- ❖ **On device** navigation
- ❖ **Fresh**, relevant content is automatically available.
- ❖ **Dynamic** User Experience creation, delivery & management
- ❖ **Seamless** links to back-office systems such as billing, content management and WAP/SMS.
- ❖ **Broadens** appeal of content-related services to new segments
- ❖ **Capture** customers’ interest and capitalize on the excitement

Modes Of Promotions

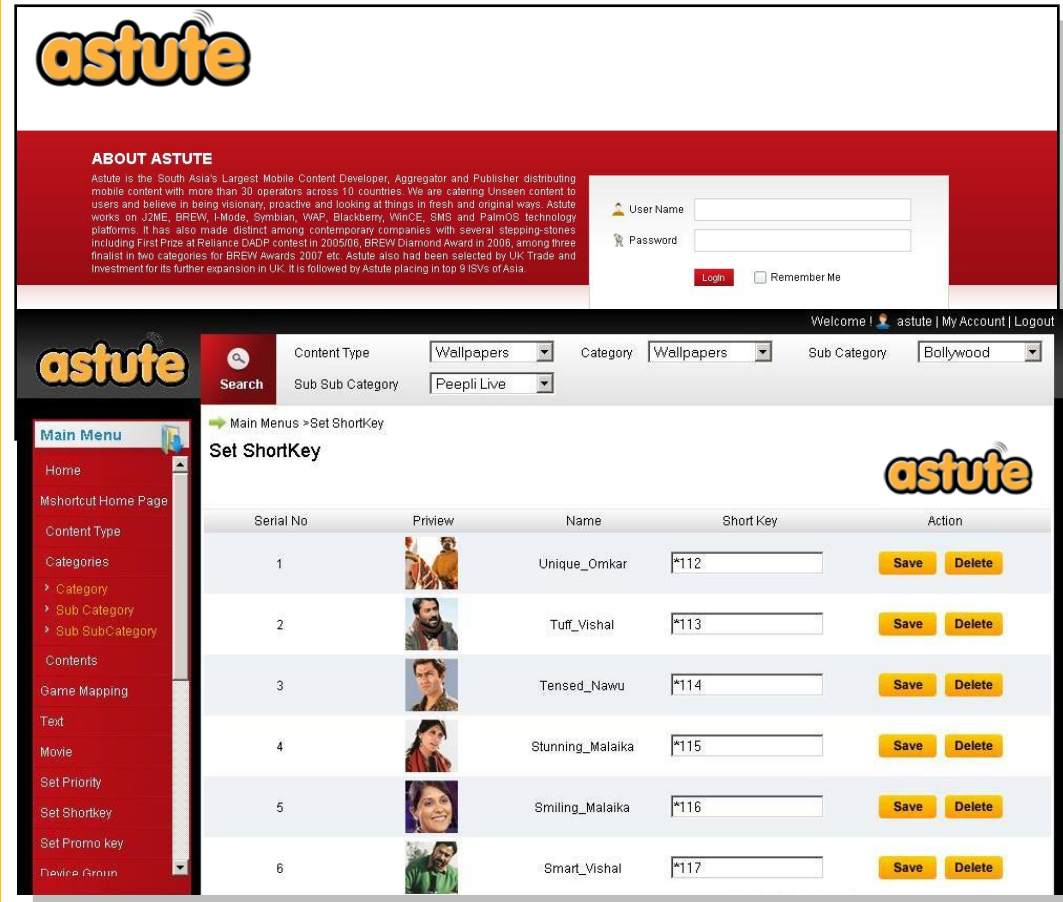
<p>Widgets</p>	<p>Idle Screen</p>	<p>Bar & Banner</p>	<p>Ad Network</p>	<p>Ticker</p>
<p>Sharing</p>	<p>Promo on SMS</p>	<p>Promo on Previews</p>		

Open Happiness with Free Content







Co-Branding

CMS: Content Management System

- Device Management
- Home Page Management
- Category / Sub Category Management
- Content Management (Bulk / Single)
 - Wallpapers
 - Music
 - Videos
 - Animations
 - Games / Applications
 - Text Content
 - Themes
- Download Reports
 - Daily / Month wise / Week wise
 - Subscriber wise
 - Content wise
 - Auto-mailer
- Administrative Actions
- Billing Integration Engine
- Advertisement / Marketing Banners
 - Ad banners management
 - Video Ad management
 - RSS feeds / Text for ticker area



The screenshot displays the Astute CMS interface. At the top, there is a navigation bar with the Astute logo and user information: "Welcome ! astute | My Account | Logout". Below this is a search bar and a filter section with dropdown menus for "Content Type" (Wallpapers), "Category" (Wallpapers), "Sub Category" (Bollywood), and "Sub Sub Category" (PeepLi Live). The main content area is titled "Set ShortKey" and features a table with columns for "Serial No", "Prview", "Name", "Short Key", and "Action". The table contains six rows of data, each with a preview image, a name, a short key, and "Save" and "Delete" buttons.

Serial No	Prview	Name	Short Key	Action
1		Unique_Omkar	*112	Save Delete
2		Tuff_Vishal	*113	Save Delete
3		Tensed_Nawu	*114	Save Delete
4		Stunning_Malaika	*115	Save Delete
5		Srmiiling_Malaika	*116	Save Delete
6		Smart_Vishal	*117	Save Delete

On the left side of the interface, there is a "Main Menu" sidebar with the following items: Home, Mshortcut Home Page, Content Type, Categories (with sub-items for Category, Sub Category, and Sub SubCategory), Contents, Game Mapping, Text, Movie, Set Priority, Set Shortkey, Set Promo key, and Device Group.

Various Forms of ODP

- ❖ **Entertainment Content ODP**
- ❖ **Game Box for Games**
- ❖ **App Store for Apps Download**
- ❖ **Music Planet for Music Streaming**
- ❖ **Movie Planet for Movies Streaming**
- ❖ **Devotional Zone for every religion**
- ❖ **Education Hub for students**
- ❖ **Video Zone for video clips download**



Thanks!

Visit us at

www.astutesystemstech.com

Astute Systems Technology (P) Ltd. Astute House, 88, Jaora Compound, Indore-1 NDIA
Contact: +91-731-4011300, 4011311 Mobile: +91 99930 55511
Email: info@astutesystemstech.com, jay@astutesystemstech.com
Web: www.astutesystemstech.com