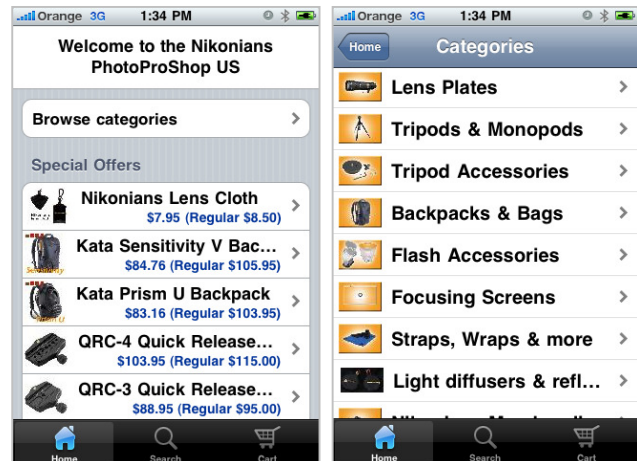


## enprovia<sup>®</sup> mShop – The Mobile Shop Always Open

Easy access to your online shop for all smartphone users.

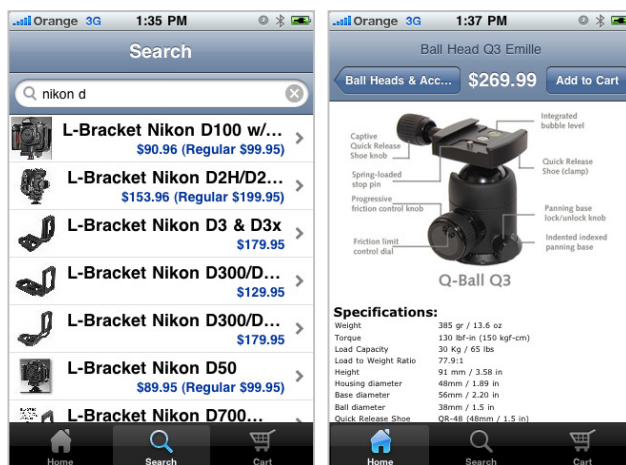
### Challenge

- Extend your eCommerce business to become mobile - mCommerce
- Give your customers access to your web shop whenever and wherever they are
- Offer direct and easy payment
- Existing web shop application shall not be touched or changed
- Support all relevant smart phones
- Instant start and mobile shopping enabled
- Provide offline reading of item lists and item details



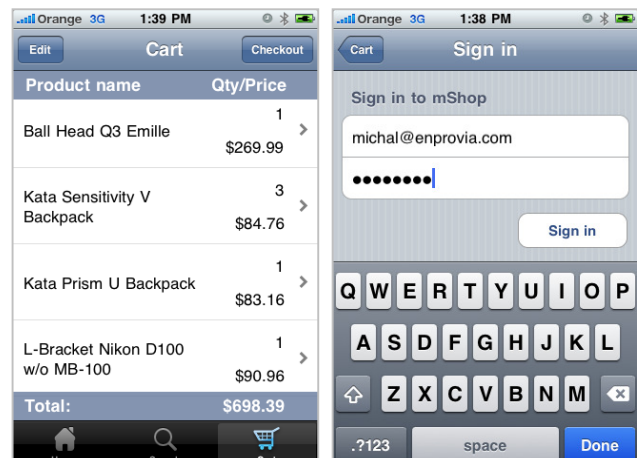
### Features

- Our shop portal is a prominent entry point to guide additional customers to your shop
- Shops can be listed in multiple shop classes
- Welcome page with your highlighted products
- Category search, keyword search or full-text search for fast find what customers want
- Maintain personal wish list – even offline
- Shopping cart to buy, change or delete items
- Real-time notification about changes in availability or other details of items (coming soon)
- Direct checkout: two-click payment through locally stored credit card information (option)



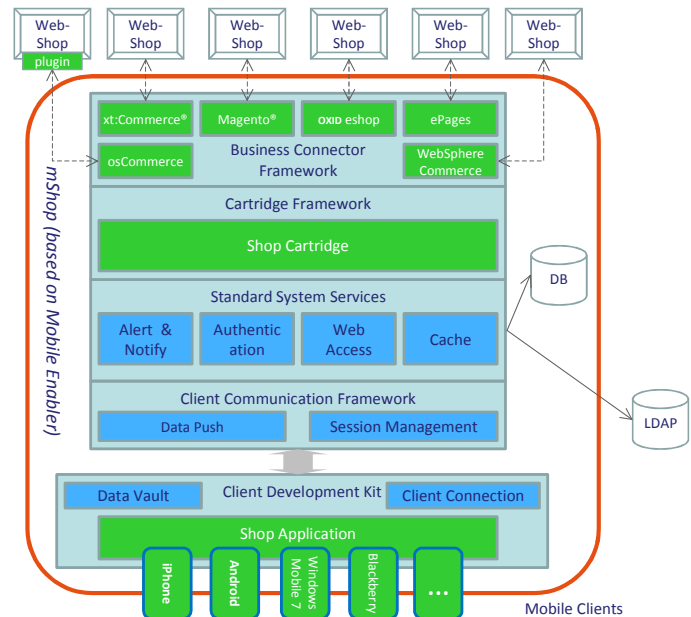
### Benefits

- **Immediate market access:** Makes your business “Go mobile” today!
- **Best user experience:** Optimized native shop application for each smartphone
- **Proven user interface:** The focused simplified user interface makes your customers re-visit your shop
- **No risk:** Low investment. No transaction fee.
- **Always on:** Available for most smart phones providing your customers with permanent and fast access to your shop



## Solution

- enprovia® mShop (green) is built on top of our Mobile Enabler technology (blue) and thus exploits a proven, stable and extensible platform.
- The mobile shop applications connect to the Mobile Enabler server via a standardized, optimized, and encrypted protocol.
- The server manages sessions, notifications, and connects to the different web shops via individual connectors.
- The plug-in-technology allows to rapidly add support for other shops on request.



## Technical Requirements

- mShop server is available for any Windows or Linux/Unix operating system
- Supported eCommerce Systems: osCommerce, IBM WebSphere Commerce, xt:Commerce, Magento, OXID esales, ePages
- Supported mobile devices: iPhone and (coming soon) Android, Win Mobile 7
- Java RE 1.5 or higher

## Pricing & Support

- The mobile mShop application for end users is **free**.
- Listing fee in up to two shop classes is just 19.50 € per month.
- Each additional listing class is just 3.50 € per month.
- Cancellation **monthly** (no risk)
- Base fee: 390.00 € (one time)
- Installation help (max. 1h) is **included**.
- Online ticket support and upgrade services are **included**.
- We provide hotline, help forum, FAQ and Wiki support.

## Details

**Easy installation.** Your customers just search "mshop by enprovia" in the App Store on their iPhone or iPod and install the mShop app. The mShop server provides out-of-the-box integration to most common shop systems.

**Platform independent.** Based on the Java technology of Mobile Enabler you have full freedom to use the server platform of your choice.

**Database independent.** The flexible database layer enables you to use any of the common DB systems.

**Content / image transformation.** The mShop gateway normalizes text, markups, and image formats to correctly display them on all smartphones.

**Customer experience.** mShop's straight and easy selection process presents the most vital item information during navigation to make the selection process efficient and leave the customer with a perfect shopping experience.

**Payment / Credit Cards / Delivery.** Mobile users can make full use of all payment and delivery options of the web shop.

**Customer registration.** Upon the first transaction with a shop the customer can register directly via his mobile device. mShop additionally offers "1click-register" option to automatically register on a new shop (in preparation).

**Individual iPhone shop.** We offer special custom development of individual iPhone shop apps on demand.