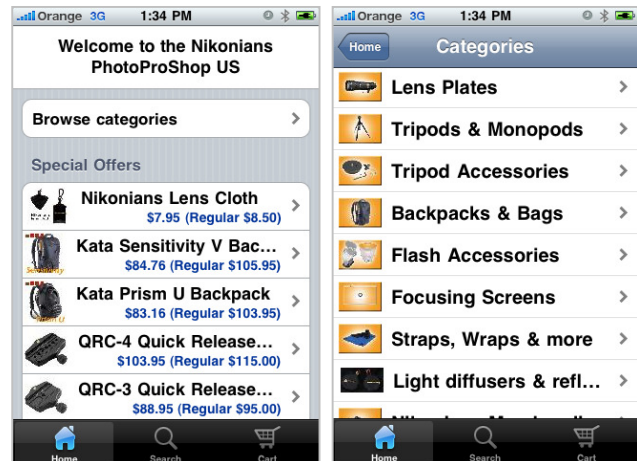


enprovia® mShop – The Mobile Shop 🛒 Always Open

Easy access to your online shop for all smartphone users.

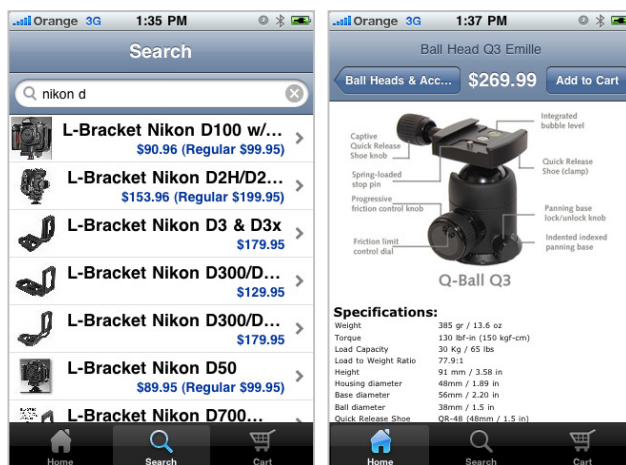
Challenge

- 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



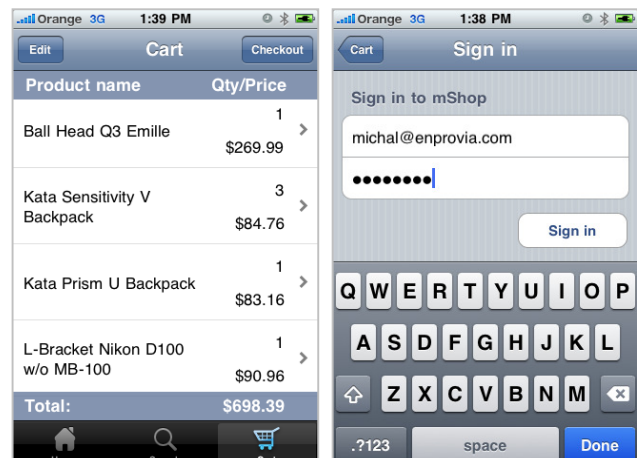
Features

- 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)



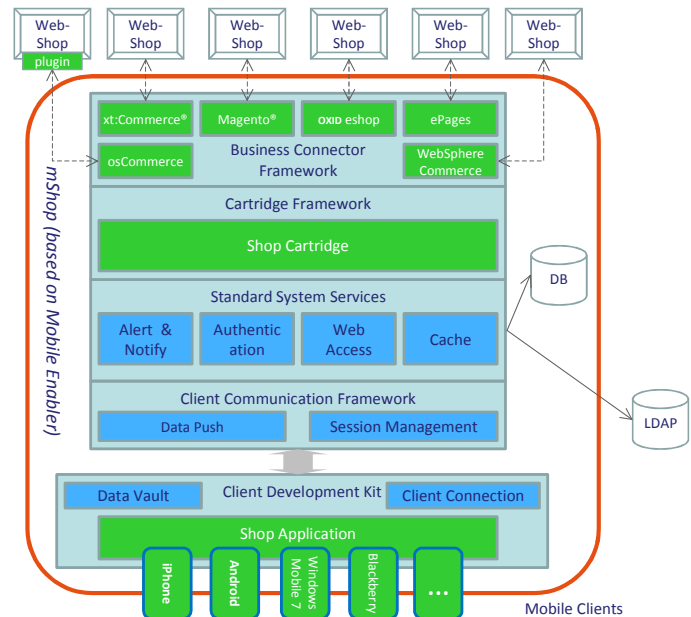
Benefits

- **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**.
- Customized mShops for your own eCommerce are available for a fixed fee.
- Installation help (max. 1h) is **included**.
- Online ticket support and upgrade services are **included**.
- mShop enabled online shops can be listed in the (soon to be launched) mMall.
- 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.