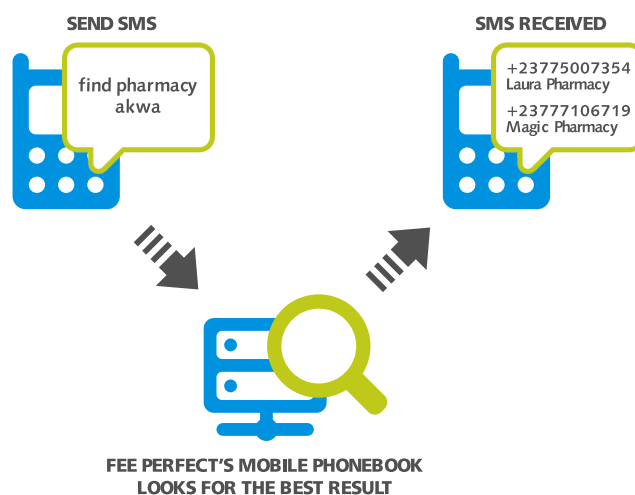


Mobile Phonebook

FeePerfect's Mobile Phonebook permits a user to search the telephone contacts of either businesses (yellow pages) or individuals (white pages) via his/her mobile phone. The service is SMS based, and thus is instantly available without modification on any mobile phone. Telcos can use their existing databases of business and personal contacts and make them searchable instantly via SMS. Our Mobile Phonebook comes with our Best Name Match Technology (BNMT) that finds contacts even if names are spelt wrongly.



Features

Our service differentiates itself from similar services with its

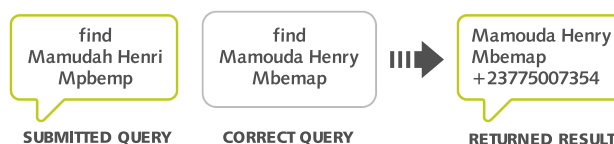
- **Simplicity:** As easy as sending an SMS.
- **Ubiquity:** It works on any mobile phone without any extra requirements.
- **Real-time nature:** Users can immediately join or leave the service.
- **Superior performance:** Query time takes 50ms at average, serving at least 20 requests per second (dependent on hardware and query complexity).
- **Capacity:** The system is able to handle millions of users.
- **Security:** The Mobile Phonebook is deployed and hosted in your data centre. You have full control of all imported data.
- **Flexibility:** The software is either available using RAM or harddisk based storage.

References

Camtel Cameroon
MTN Cameroon

Best Name Match Technology (BNMT)

More spelling errors are done with African names than normal English / French words. Our BNMT Technology is a uniquely developed algorithm to find African business and personal contacts even if spelt wrongly.



Commercialisation

The Mobile Phonebook helps you to increase your average return per user (ARPU). It should be offered for free to subscribers. Other than accelerating mass adoption, it also generates the following positive results:

- **More calls and SMS:** This is in line with other free call completion services. People will get contacts they would not have otherwise. This increases phone and SMS traffic.
- **Brand differentiation:** Telcos differentiate themselves by being ones of the first providers of a local intelligent Mobile Phonebook. You will be out-innovating local competitors.
- **Pay to rank higher:** Businesses will compete with cash to rank higher.
- **SMS Tags:** With this feature you can add publicity text at the end of a text message.