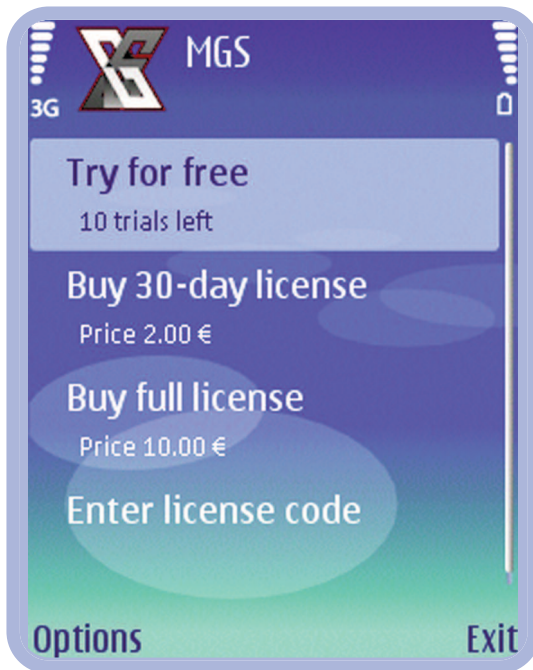


Openbit License Manager Spurs Mobile Payments



Openbit License Manager can handle a variety of licensing types, ranging from free trials to full licenses.

A key element of the S60 3rd Edition mobile software ecosystem is license management, which encompasses the middleware infrastructure of distribution, on-device payment, and digital rights management (DRM). Finland's Openbit Ltd has made early and vigorous inroads toward becoming the premier company to provide that middleware for S60 3rd Edition devices. Its Openbit License Manager enables payments for content through the subscribers' phone bills in nearly 70 network operators, and worldwide usage of credit card payments via Visa, MasterCard, and American Express. The middleware has been used in the processing of purchases from 150 countries.

Openbit License Manager integrates on-device payment with DRM for developers, device manufacturers, and content distributors. On the client end, Openbit License Manager is embedded into third-party applications on S60 3rd Edition devices so that it seems as if it is part of the applications themselves. When a user starts an application, Openbit License Manager prompts him or her to select the license type (for example, a full, ongoing license, or a periodic license), then to select the payment method, and finally to authorize the transaction. The client application also allows for free trials of software. Openbit hosts the back-end payment system, with which the client interacts.

"The introductions provided by Forum Nokia PRO have been key in helping us make numerous deals for Openbit License Manager. It's a relationship that has paid off for us time and time again."— Arto Lehtonen, CEO, Openbit

S60 3rd Edition

"Openbit License Manager has been licensed for more than 150 applications, including software from Symantec, F-Secure, Quickoffice, Navicore, and gate5," says Openbit CEO Arto Lehtonen. "One of the primary reasons we've been able to make those deals is because Openbit License Manager works with S60 3rd Edition devices."

"The S60 platform is the most important platform for us," he adds. "Openbit License Manager was originally build on top of S60 devices, so early on we had identified that platform as strategic for us. Now, the S60 3rd Edition devices are even more important than the older versions."



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Looking ahead:

Openbit's plans for the future are straightforward. The company will get more operators and developers to use its Openbit License Manager platform. In addition, the company has developed new APIs that allow it to provide third parties with custom features and functions for the product, which it hopes will spur acceptance as well.

Lehtonen says that S60 3rd Edition devices will play a particularly important role in attracting new business. "We see S60 3rd Edition devices being directly tied to our future," he says. "Users of the S60 3rd Edition download, try, and buy more software because they have high-speed 3G connections, larger screens, and greater processing power. The S60 3rd Edition platform is the key focus in developing our technology and business. Combine that with introductions Nokia has made for us, and we think that Openbit License Manager can't miss."

Forum Nokia Pro Success Story

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The sophisticated multimedia and interactive capabilities of S60 3rd Edition devices make it more likely that users will want to try and buy software using Openbit License Manager, Lehtonen believes. For example, the S60 3rd Edition's higher screen resolutions enable users to play more-sophisticated games, as well as use global positioning system (GPS) applications. The devices' 3G speeds mean that over-the-air (OTA) application downloads are possible; the size of typical applications — 1 to 3 MB — is too large for slower general packet radio service (GPRS) connections, he says.

Making content available to consumers

The middleware uses several means of making content available to end users. Content can be preloaded onto the S60 3rd Edition device and then used as a free trial. Openbit has found that up to 40 percent of phone users make purchases from a collection of preinstalled high-quality applications after the free trial period.

The software also allows free OTA trials, in which consumers download trial software from portals such as Handango and Nokia Software Market. Openbit has found that Openbit License Manager has doubled the sales of many applications from those portals.

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Openbit is a big enough believer in Openbit License Manager that it has divested all of its other assets to concentrate solely on the middleware. In June 2006, it sold its multimedia business to PacketVideo Corporation and transferred its software market operation to Symmetria Software Ltd.

How Forum Nokia PRO helps Openbit

For Openbit to succeed, it needs to sign up as many developers, hardware manufacturers, and operators as possible — and Forum Nokia PRO has played a significant role in the acceptance of Openbit License Manager by a wide variety of customers.

“The introductions provided by Forum Nokia PRO have been key in helping us make numerous deals for Openbit License Manager,” Lehtonen says. “It is a relationship that has paid off for us time and time again.”

For example, in the spring of 2006, Nokia introduced Openbit to gate5 AG, a city guide and navigation software company. That introduction has paid off handsomely — consumers can now use Openbit License Manager to purchase gate5 city guide and navigation applications that make use of the GPS module built into the Nokia N95 multimedia device. Nokia has also played matchmaker between Openbit and other software developers such as Quickoffice, Inc., Gameloft, and JAMDAT Mobile Inc.

Similarly, at an event organized by Forum Nokia PRO in Nice, France in May, Nokia introduced Openbit to Vodafone Group Plc — and now Vodafone's direct billing solution will be added to Openbit License Manager.

In addition, Nokia Content Discoverer has selected Openbit License Manager to be the means of payment for a variety of services, including news, weather, and traffic applications.

For more information, go to:

www.nokia.com/developer

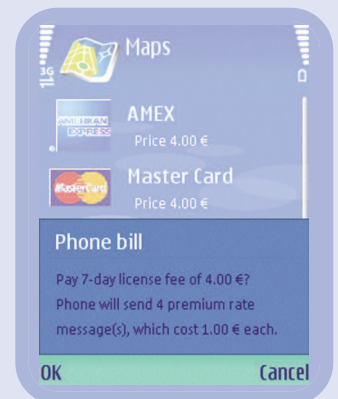
Openbit License Manager offers flexibility in purchasing options.



It offers licensing for different time frames.



...Flexibility of payment sources.



...and confirmation of the purchase.



NOKIA