



ONPOINT

OnPoint's Advanced CellCast Solution offers additional functionality and options for smartphone users, giving companies new and exciting ways to engage and educate their mobile workforce.

## ► Advanced CellCast Technology Overview

Take the mobile experience to the next level with the *CellCast Mobile Widget*! In addition to all the voice and message-based features supported on basic cellphones, the *CellCast Mobile Widget* can receive and manage mobile web content, PDF files, rich media clips (MP3, WAV, MP4, 3GP) and even interactive PowerPoint™ presentations with included animations and transitions to supported smartphones including BlackBerry Wireless Handhelds™, Apple® iPhones, Windows Mobile® devices and more. Assignments and tests can be accessed “over-the-air” or automatically synched to mobile devices from the CellCast Portal using RSS feeds and secure push technologies. All results are uploaded back into OnPoint's CellCast Manager platform for detailed tracking and reporting.

## Enterprise Implementations

For Enterprise implementations, the platform includes a powerful author/administrator interface where users and groups are managed and content is created and manipulated for assignment to users.

Authors and SMEs prepare content for CellCasts using a variety of tools and methods including (a) audio via existing WAV or MP3 files or recording new content using their cellphone, (b) video by gathering existing MP4 or 3GP video clips, (c) rich media via mobile friendly web content and Microsoft *PowerPoint* slides, and (d) message-based content in the form of email or interactive SMS campaigns. New content is uploaded from an author's PC or imported from internal file servers.

## Advanced CellCast Solution Supported File Types

- Video (MP4, 3GP, WMV)
- Audio (MP3, WAV)
- PowerPoint Slides
- Adobe PDF files
- Mobile Web Content
- Images (JPG, GIF, PNG)
- Microsoft Office documents

Enterprise features also include Manager capability inside the Portal Interface where managers can make assignments of mobile content directly to groups that report to them. Managers have access to detailed tracking and test results information, and dashboard reporting on applicable groups.

For larger customers, the CellCast Solution Platform can work with directory services like LDAP and Microsoft Active Directory® as well as integrate with other core platforms and line-of-business applications like an enterprise Learning Management System, sales force automation application, HRIS, ERP or CRM platform.



# Try our Advanced CellCast Today!

## Supported Smartphones:

### Sample Content on a BlackBerry Bold 9000 Wireless Handheld®



### Sample Content on an Apple iPhone 3G®



### Sample Content on a Windows Mobile® Device

