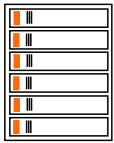




OnPoint's CellCast Solution is a fully hosted system that allows organizations to upload audio, video and message-based content, add tests and surveys as needed, notify and deliver the CellCasts to users, and track the results. Each CellCast Solution includes the following components:

Platform



► OnPoint CellCast Manager Solution

The CellCast Solution is a Mobile Content Management System that includes a portal interface for both managers and users, detailed mobile profile tables, a content repository, assessment engine, messaging/notification services, reporting and billing tools, and a web services connector for cross-platform integration.

Licenses



► OnPoint CellCast Licenses

Named **User licenses** allow access and interaction with the CellCast platform. **Author and Manager licenses** enable content creation as well as management and reporting on user progress and scores.

Telephony



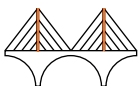
► SMS/Text Messages

For one way notifications and two way interactive campaigns.

► Toll-Free Access Numbers

For audio CellCasts.

Options



► CellCast to 3rd Party Application Bridge

Provides integration between OnPoint's CellCast system and 3rd party ERP, CRM, HRIS and LMS Platforms.



► OnPoint Ecommerce Module

Integrated shopping cart and auto-registration. Works with popular merchant gateways.



► OnPoint Localization

Localizes user and manager interfaces and narrated audio clips in supported languages.



► CellCast Mobile Library

Select from hundreds of mobile-ready titles for enterprise or individual access.

For a custom quote, please see our interactive "Quick Quote" pricing model. It can be downloaded from our website by clicking on the [Get an Estimate](#) link at www.mlearning.com. You can also call us at 912.898.9202 or email us at info@onpointdigital.com.

Subscription Estimates

The following estimates are based on a 12-month subscription contract.

► Basic CellCast Annual Subscription (SMS / Mail / Audio / Tests)*

Mobile Users	No Audio Usage	Per User/ Month	Low Audio Usage	Per User/ Month	Med Audio Usage	Per User/ Month	High Audio Usage	Per User/ Month
250	\$25,529.00	\$8.51	\$30,509.00	\$10.17	\$38,069.00	\$12.69	\$45,629.00	\$15.21
500	\$32,315.00	\$5.39	\$41,075.00	\$6.85	\$56,195.00	\$9.37	\$71,315.00	\$11.89
1000	\$38,244.00	\$3.19	\$58,164.00	\$4.85	\$88,404.00	\$7.37	\$118,644.00	\$9.89
2500	\$55,207.00	\$1.84	\$98,544.00	\$3.28	\$174,144.00	\$5.80	\$249,744.00	\$8.32
5000	\$143,344.00	\$2.39	\$176,544.00	\$2.94	\$327,744.00	\$5.46	\$478,944.00	\$7.98

► Advanced CellCast Annual Subscription (Plus Video / PowerPoint / Web/HTML)

Mobile Users	No Audio Usage	Per User/ Month	Low Audio Usage	Per User/ Month	Med Audio Usage	Per User/ Month	High Audio Usage	Per User/ Month
250	\$32,029.00	\$10.68	\$37,009.00	\$12.34	\$44,569.00	\$14.86	\$52,129.00	\$17.38
500	\$38,815.00	\$6.47	\$47,575.00	\$7.93	\$62,695.00	\$10.45	\$77,815.00	\$12.97
1000	\$44,744.00	\$3.73	\$64,664.00	\$5.39	\$94,904.00	\$7.91	\$125,144.00	\$10.43
2500	\$61,707.00	\$2.06	\$104,307.00	\$3.48	\$179,907.00	\$6.00	\$255,507.00	\$8.52
5000	\$102,644.00	\$1.71	\$183,044.00	\$3.05	\$334,244.00	\$5.57	\$485,444.00	\$8.09

* Low usage is estimated at one three-minute call and one SMS message per user per week.
 Medium usage is estimated at three three-minute calls and three SMS messages per user per week.
 High usage is estimated at five three-minute calls and five SMS messages per user per week.



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