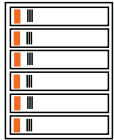




OnPoint's CellCast Solution is a fully hosted system that allows organizations to upload audio, video and message-based content, add tests and surveys as needed, notify and deliver the CellCasts to users, and track the results. CellCast Solution components include:

Platform



➤ OnPoint CellCast Solution

The CellCast Solution is a full featured 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.

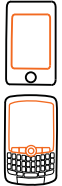
Licenses



➤ OnPoint CellCast Licenses

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

Smartphones & Ultra Portables Support



➤ Available Widgets

- Apple iPhone® /iPod® touch
- BlackBerry® Wireless Handhelds
- Google Android® Devices
- Windows Mobile® Devices
- Nokia Symbian/S60 Devices
- Windows-Based Netbooks

Telephony



➤ SMS/Text Messages

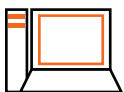
For one way notifications and two way interactive campaigns.



➤ Toll-Free Access Numbers

For audio CellCasts.

Setup Services

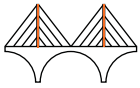


➤ Platform Establishment

Setup includes initial content production/conversion services, training, Web Manager branding and project management.

For a custom quote, please see our Excel-based interactive "Quick Quote" pricing model, which you can request by calling 912.898.9202 or emailing us at info@onpointdigital.com. If you're interested in a pilot, please be sure to select the pilot option and duration on the Quick Quote pricing model.

Integration Options



▶ CellCast to 3rd Party Application Bridge

Provides integration between OnPoint's CellCast system and 3rd party ERP, CRM, HRIS and LMS Platforms using CellCast API Toolkit and SOAP, Web Services or REST.



▶ SMS Gateway Integration

Keeps customers from paying SMS fees to OnPoint. Customer establishes messaging account directly through Clickatell or customer-selected aggregator.



▶ Single Sign-On Integration

Custom security integration with MS Active Directory or LDAP.

Optional Modules



▶ OnPoint Localization

Localizes user and manager interfaces and narrated audio clips in supported languages. Currently available for Arabic, Cantonese, French, German, Italian, Japanese, Korean, Malay, Mandarin, Portuguese, Russian and Spanish.



▶ Customizable Portal

Customizable portal interface options allows company-specific branding and can include links to external sites or company-specific software.



▶ OnPoint Ecommerce Module

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



▶ OnPoint's LMS Solution Add-On

Adds the complete range of features included in OnPoint's LMS/LCMS software.

Additional Services/Options



▶ CellCast Mobile Library

Select from a variety of mobile-ready titles from leading industry content providers.



▶ Mobile Survey

Web survey conducted before and after a pilot program. Includes standard or customized questionnaire preparations and delivery along with results tabulation and formal presentation.



▶ Audio Branding

For customers requiring voice server branding/customization.



▶ Custom Widgets

Ability to create a custom configuration template and customer branding.