

S t a r t   y o u r   m o b i l e   b u s i n e s s   t o d a y



**MobileMoney**



# Dear MobileMoney partner

In the last couple of years, not only has the Internet become very present in our lives, the mobile phone market has expanded at high speed. Mobile content business is becoming a growing market to be further exploited and one which can easily provide a lucrative way of making extra money.

The mobile phone market needs no introduction. Who hasn't got mobile hardware connected to the public phone network? What more and more consumers really want is practical applications and high quality entertainment content.

For the past two years we have been creating solutions for mobile entertainment content distribution throughout the Internet, paying particular attention to solutions for those who wish to earn money out of a profitable opportunity.

The enormous amount of content in our database is always up to date with the latest developments. We expand the content automatically on a weekly basis to your web site. It's very easy to integrate this content into your web sites look & feel.

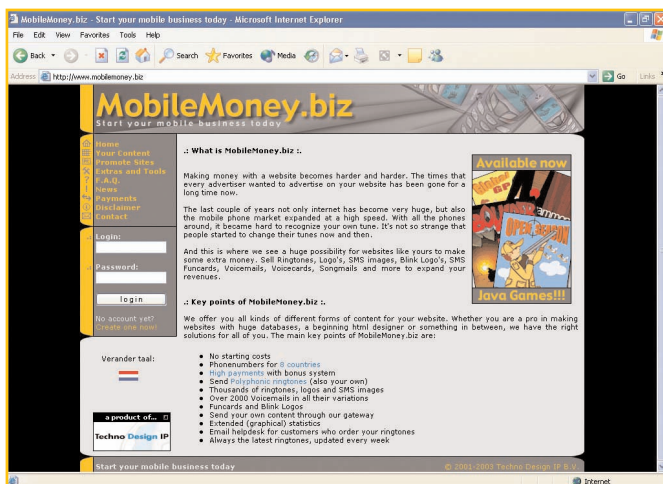
Our content attracts millions and millions of people each month. We do understand mobile business and we trust that, starting today, you will participate in a profitable partnership with us.

With kind regards,  
Techno Design IP

Jeffrey Gorissen  
CEO

# Start your mobile entertainment business today

Mobile entertainment, like downloading ringtones, and logos to mobile phones, has become a major revenue earner in recent years. It contributes to the estimated and forecast revenues, along with mobile games, information services and alerts. The mobile entertainment industry is growing immensely and right now there is space and opportunity to succeed in this market for you.



MobileMoney values strong relationships with its affiliates (traffic partners). We work hard for our mutual success! From our affiliates programme we understand that in this industry, your success reflects the success of MobileMoney.

MobileMoney can be recognised by its on-time performance, flexibility, content quality, direct communication to its affiliates, and excellent customer service.

The process is quite simple: anyone willing to earn money from mobile entertainment content through the Internet can easily set up a free account at MobileMoney.

At the moment, MobileMoney provides various mobile entertainment content such as ringtones (monophonic and polyphonic), logos, SMS images, screensavers, wallpapers and java games.

The actual hassle of distributing your content, offering your visitors many billing possibilities (micro payments, IVR numbers) and the never-ending update of content are all handled by MobileMoney. You can see in real time your sale results at any moment of the day. The payments of commissions are dealt with on a monthly basis.

You have the choice of different ways of how your content should be laid-out. Do you wish to keep your web site identity consistent? If so, you can easily adapt the content to your web site concept. You can also ensure your ringtone and logo area becomes an extension of your site, maintaining your own web site identity and concept intact.

The MobileMoney web site is bilingual and your content can be sold in at least 12 different countries. The most recent list can be found on our web site [www.MobileMoney.com](http://www.MobileMoney.com).



# Key points of MobileMoney

- **No setup fees, just earnings**

- **High Payments**

MobileMoney pays you every month, as well a bonus whenever a target volume of sales is achieved.

- **Phone numbers for 12 countries and full service payment system**

MobileMoney allows you to sell content and bill your clients in at least 12 different countries, making use of our IVR numbers or other micro payment options like SMS billing.

- **Always the latest content, updated every week**

Thousands of ringtones, logos and SMS images in all their variations; the largest collection of polyphonic ringtones and wallpapers available on the Internet; screensavers and lots of java games.

Almost all our polyphonic ringtones are Premium, meaning the trilling and light blinking matches the rhythm of the music!

- **Greater phone support than any other provider**

Hundreds of different types of cell phones are supported. A complete list of supported phones can be found on our web site [www.MobileMoney.com](http://www.MobileMoney.com).

- **Wizard to easily place content**

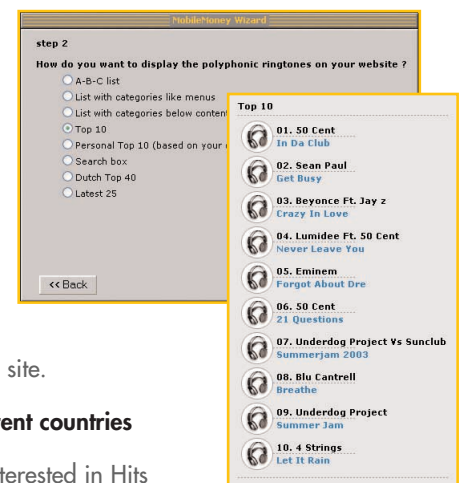
With our wizard you can simply make your own section of (polyphonic) ringtones, logos, SMS images, screensavers, wallpapers or java games on your web site.

- **Self updating content items**

All content will be automatically updated on a weekly basis. The only thing you have to do is to get as many visitors as possible to your web site.

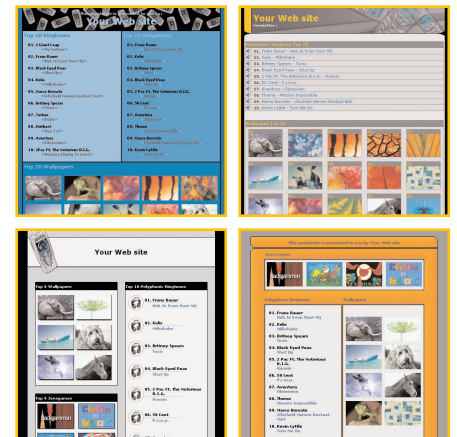
- **Self updating (polyphonic) ringtones TOP 40s from different countries**

Visitors from their own countries will be mostly interested in Hits listed on their respective TOP 40s.

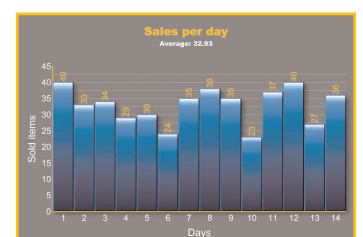
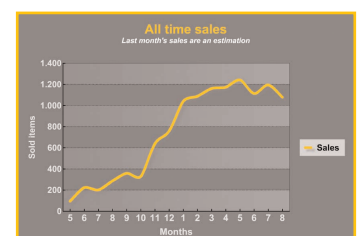
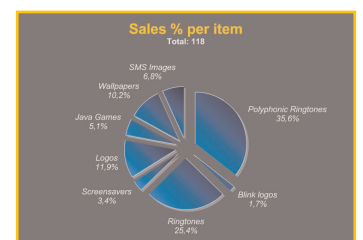


# E-Commerce with MobileMoney

- Free use of mailing engine**  
 A fully automated e-mail system is available to inform your customers about new content, generating even more sales.
- Ringtone, Logo and Wallpaper Editor**  
 Your customers can create their own ringtones, logos, SMS images and wallpapers with the easy-to-use editors.
- Categories can be turned on and off separately**  
 Useful option to hide content that doesn't match your sites objectives
- Reversed Billing (paid SMS)**  
 This is a unique solution offering a discrete, unbranded, secure and instant payment solution, that can be integrated into any system or service you have to offer.
- Extended (graphical) statistics**  
 A clear overview of your sales development: real time graphics showing sales per country, per day, per item and even an overview of your total monthly sales
- E-mail help desk for customers who order your items**  
 Suppose an item does not arrive at its final destination because your customer has made a mistake. Your customer can fill in a help form and the MobileMoney help desk will directly make sure the item is sent correctly. Whenever a customer comes to you with a problem, you can request them to fill in our help form and then we solve the problem.
- Link to our ringtone site and easily start earning money**  
 Place a link or a banner on your web site. You receive a commission every time someone purchases an item at [www.SearchRingtones.com](http://www.SearchRingtones.com).



Default mailing templates





# Start with MobileMoney today!

With MobileMoney, it's simple to start offering mobile entertainment content to your web site visitors. After setting up a free account with us, you gain unlimited access to the most complete content database and you can immediately start selling items.

We offer all content ready-made, it can be directly offered to your visitors. Firstly, you select what kind of content you want to sell. Then you select in which way the content should be set up on your web site. You can choose from 'Simple', 'Wizard', 'Technical' and 'Own Content'. After a choice is made, you will immediately receive ready-to-use codes from MobileMoney and all can be directly set up.

**Simple**  
Via the option 'simple' you can easily add mobile items to your site. This option is very useful if you only want to sell a few items.

**Wizard**  
With the advanced wizard, you can create ringtone, logo, sms images, voicemail, funcard, wallpaper or blink logo sections within a few seconds. (Tip!)

**Technical**  
If you want to build a site with a big content database behind it, containing all ringtones, logo's etc., this is the option you need. Beware that you will need a technical knowledge to implement this!

**Own Content**  
Do you already have your own RTTL codes for ringtones, files for Polyphonic logos, SMS images, wallpapers or screensavers? You can use the option 'Own' send those items through our gateway.

When you choose the Wizard you select which item you would like to put on your web site. After some steps, e.g 'how to publish the content', the result of your choices will be a piece of code. You can copy and paste

**Your Skin code:**  
The code below should be placed on your HTML page once. (Preferably between the <head> and </head> tags):

```
<script language=javascript  
src="http://www.mobilemoney.biz/mmskins/mmskin1/mmskin1.js"></script>
```

If you would like to adjust the Skin in some way, you can [download this ZIP file](#). Extract the ZIP file (with Winzip) and put the extracted files on your website. When this is done, you'll need to change the URL <http://www.mobilemoney.biz/mmskins/mmskin1/mmskin1.js> to the new location of the file.

**Your content code:**

```
<!-- START OF MOBILEMONEY.BIZ CODE -->  
<!--  
<link rel=stylesheet type=text/css href=http://www.mobilemoney.biz/mmskins  
<script language=javascript >  
<!--
```

**Example:**  
1 2

this code and the content will then appear on your web site. With the help of the Wizard, the content doesn't need manual updates. It's now automatically updated in real time.

Using the Wizard doesn't take more than 5 minutes and there is no HTML knowledge required. It just couldn't get any easier!

With the Technical solution, it's even possible to add all our content to your own database while working from there. You will only use our service for the payment and distribution of items to customers.

If you have your own mobile entertainment content available you can use MobileMoney to send it to your customers while we take care of the billing. Your customers don't see you making use of MobileMoney if you wish to hide it from them.

# Extra advantages for web masters

- The output of the Wizard can be fully customised with the use of CSS tags**

Every element of the HTML code used with this content has its own CSS tag. You can modify the layout by creating your own CSS file.
- All content can be downloaded as Excel, tab separated, MySQL and MS SQL files**

All our content can be added to your own databases if needed.
- Complete freedom for web masters thanks to special send URLs (http post)**

It is possible to place all our content in your database and sell ringtones through a simple HTTP post URL.
- Global variables**

One of these variables could be the number of ringtones or logos you have published on your site. Since this amount varies, you can use one of our global variables to display this on your site.
- RTTTL to Midi**

Through the use of a simple converter, your RTTTL files can be translated into midi files, allowing your customers to play a preview before buying a ringtone.
- Wizard Skins**

With our Wizard Skins, you have complete control over the layout of the content. If you have a good knowledge of HTML and Javascript, you can easily adapt the layout of the content to your web site concept.

With CSS tags you can only modify the styles, while the Wizard Skins can change everything, including the places where information needs to be shown.

Our Wizard Skins are by far the most powerful way of customising your mobile content web site currently available on the market.

Your pages incorporate our content. The pages with the layout are stored on your server whereas the real content still comes from our servers. This makes layout changes simple and independent of the actual content.



Web site made with Wizard Skins



**MobileMoney is a product of Techno Design IP b.v.**

Techno Design IP (Internet Programming) builds high-level Internet solutions for clients that need specific custom-made solutions whether involving database technologies or just plain Internet solutions.



**Techno Design IP b.v.**

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