

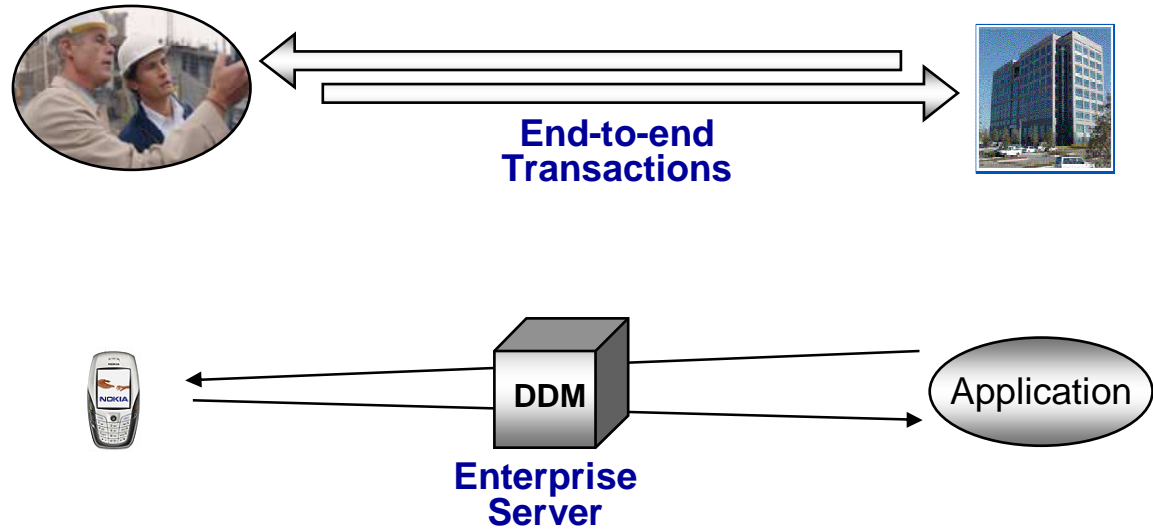
iSMS® Technical Presentation

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Bookit DDM Transaction Service

Key Features

1. Authentication
2. Multisession
3. Usability
4. Mobile Multipass



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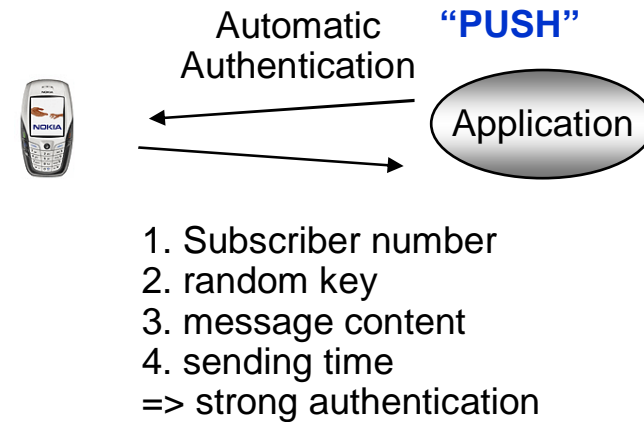
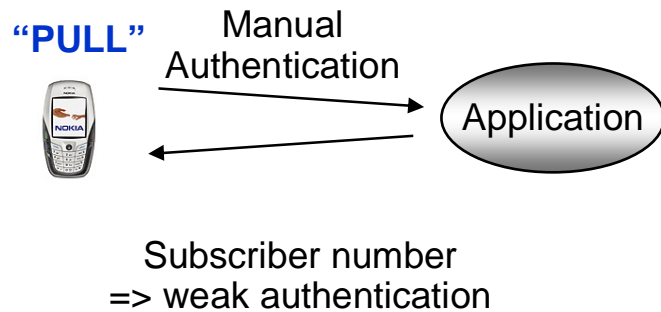
1. Authentication

Traditional SMS

vs.

iSMS® with DDM™

Dynamic Dialogue Matrix



DDM enables automatic strong authentication by “Push” messaging

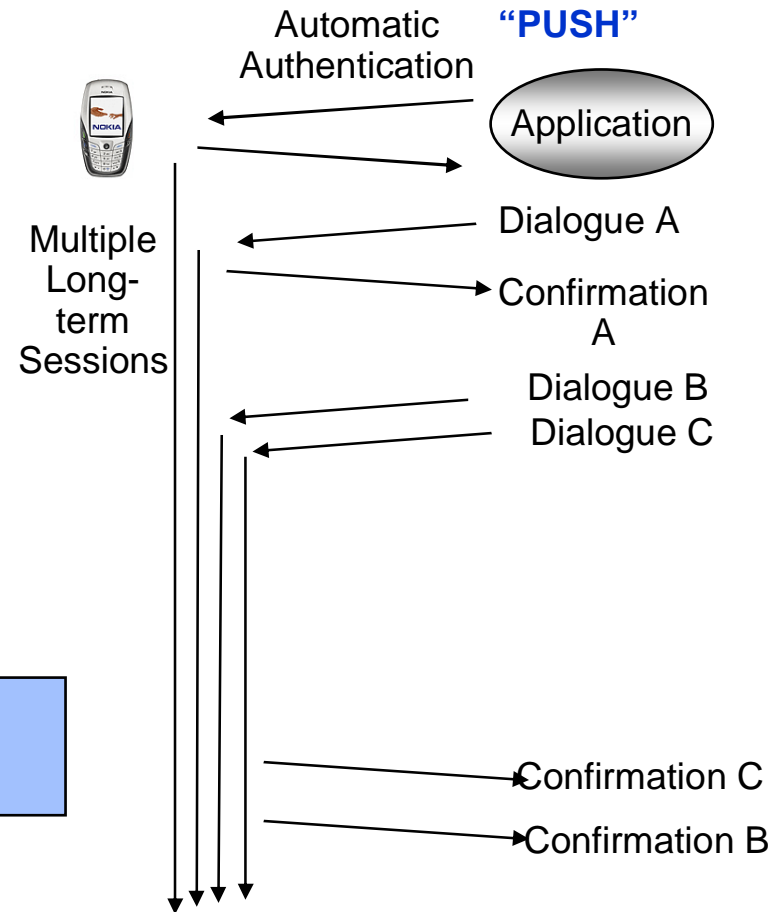
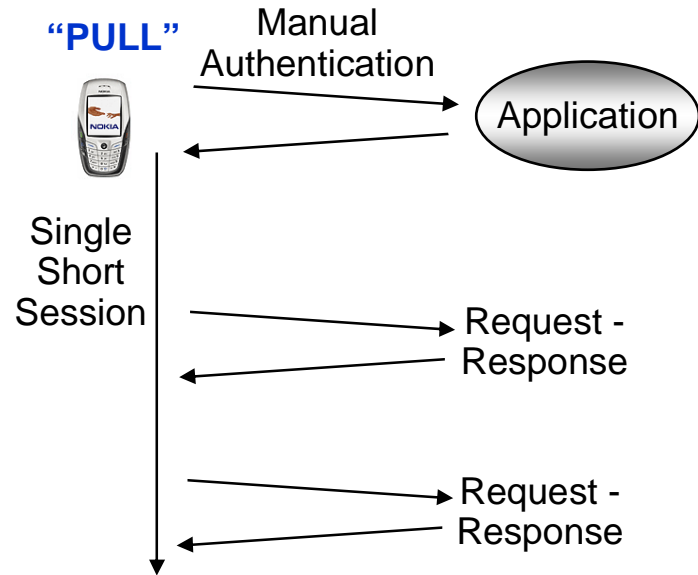
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2. Multisession

Traditional SMS

vs.

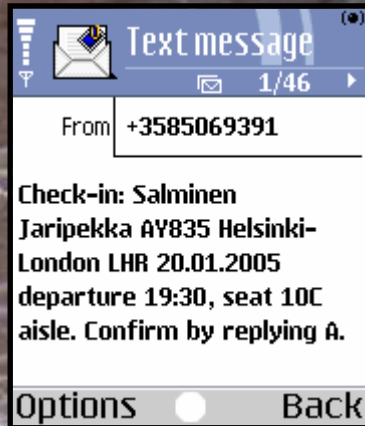
iSMS® with DDM™



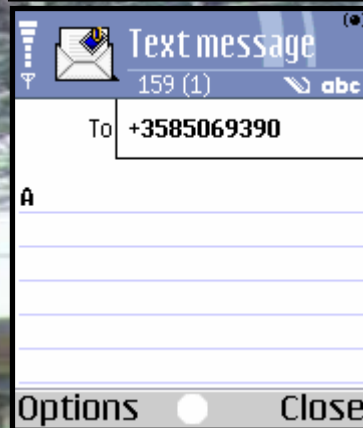
DDM enables multiple long-term asynchronous sessions

3. Usability

A. Message from check-in



B. Reply to check-in

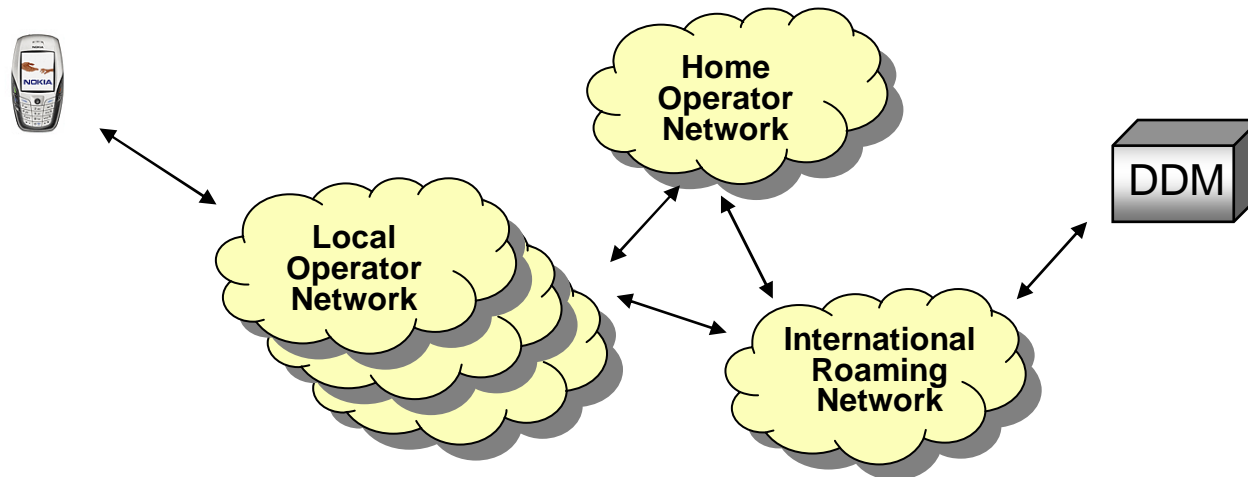


C. Confirmation message from Airline



DDM usability is based on “one button principle”: no keywords, no user codes, no recipient selection.

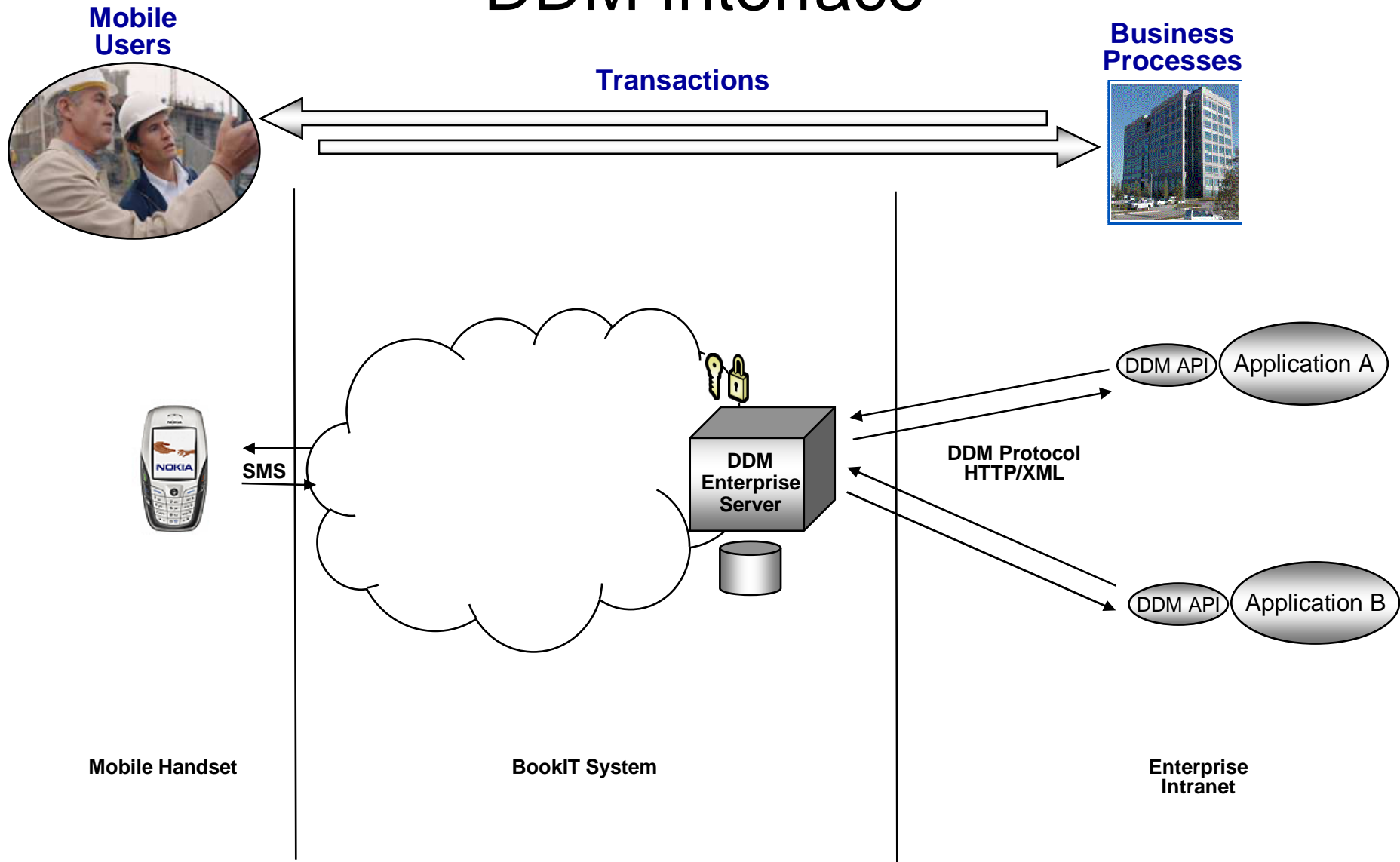
4. Mobile Multipass



Multipass

- A. operator transparency: enables the use of any operator's SIM card
- B. global connectivity.

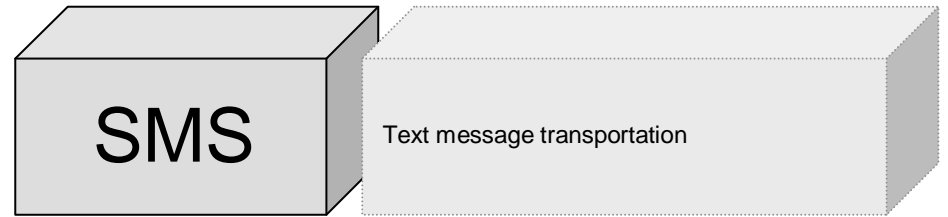
DDM Interface



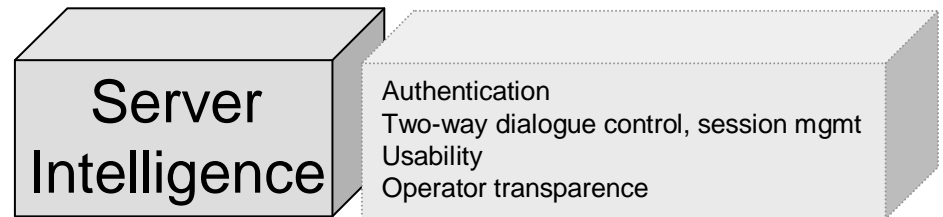
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Summary

- **Bookit DDM Transaction Service is the next generation tool for building mobile services.**
- **Bookit iSMS® provides**
 - automatic authentication
 - two-way dialogue control and session management
 - high usability
 - multi-operator environment



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