

MOBILE GOLD

Content delivery to mobile phones

SysMedia's Plasma Gold system is an ingenious approach for publishing to multiple interactive digital devices such as mobile phones and digital TV.

If you need to reach mobile phone users to generate revenue through the interactive and advertising potential, cut production costs, and get services to air quickly and easily then Gold is for you!

- **textual and tabular content**
- **images and video clips**
- **fast updates from real-time feeds**
- **categorised advertising**
- **output formatted to suit class and browser capability of handset**



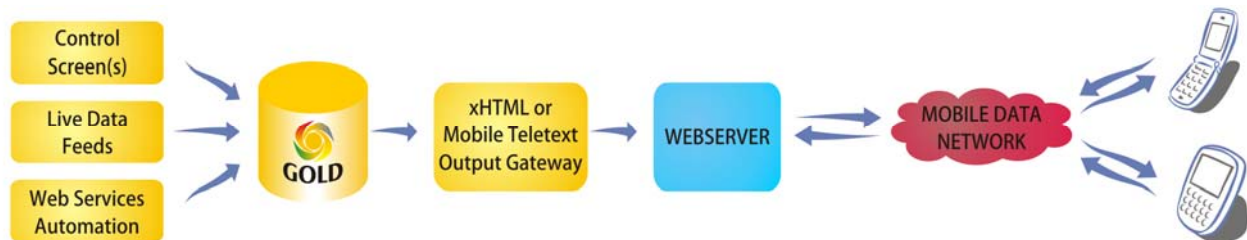
Plasma Gold acts as a content aggregation and delivery system for multiple platforms and digital media devices. It offers huge advantages for mobile phone content publishers by cutting development costs, reducing the "time to market" and eliminating most of the time and effort involved in delivering content to multiple mobile phone platforms.



Through third party integration Plasma Gold enables revenue generation by means of:

- **advert images with billable click-through**
- **categorisation of adverts**
- **localisation potential**
- **cross platform advertising**

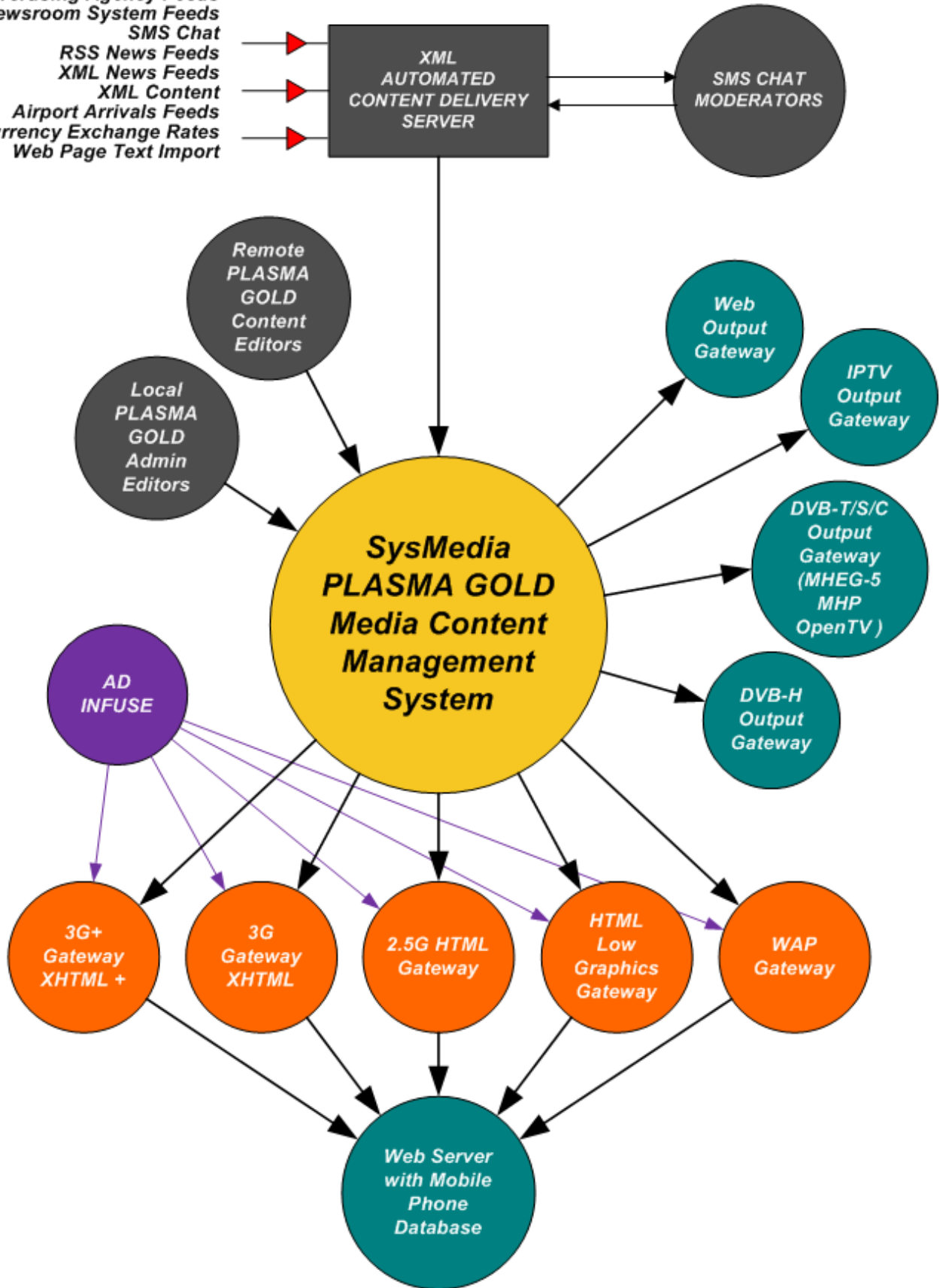
Mobile phones are naturally interactive devices, and users engage readily with topical, relevant and well-presented content. With Plasma Gold, data feeds can be integrated with news stories and features, images and video clips to give a compelling mix. Together, the strength and value of your brand and content will ensure user exposure to adverts, encouraging viewers to click on interactive banners.



Plasma Gold gives creative flexibility to designers, so it is easy to set up services and add or modify presentation and content as you decide - without high production costs or long delays. That way, you remain in control of the content, the layout and the launch times of your services.

Data Feeds

- Advertising Agency Feeds
- Newsroom System Feeds
- SMS Chat
- RSS News Feeds
- XML News Feeds
- XML Content
- Airport Arrivals Feeds
- Currency Exchange Rates
- Web Page Text Import



Plasma Gold – output gateways to suit any mobile phone with a scalable system architecture that can extend to other platforms as well