

## iLink Mobility Solutions

The publishing and newspaper industry faces many challenges including declining paper subscriptions, and the proliferation of news aggregators on the Internet. The pure web site ad-supported revenue model has not been proven to be effective in replacing declining revenue models. The newspaper industry is turning to electronic distribution via a combination of paid subscription and advertising, including mobile news readers, as a means to transform their business to meet customer demand for content anytime, anywhere.

iLink Systems is a ISO certified global software solutions provider with a focus on Enterprise Application & Product Development and Mobility solutions.



### Overview - Publishers Starter Kit

Publishers Starters kit is a platform that allows publishing companies to easily develop custom mobile news reader applications. These mobile news reader applications will enable users to enjoy customized news reading on their Windows Mobile phone. These applications bring the latest news directly to the phone by subscribing articles through feeds from news service.

#### Technology used

Windows Mobile 6.5, .NET Compact Framework 2.0, ATOM and RSS Feeds



### Features- Solving Publishing Industry Needs with the Publishers Starter Kit

#### Full end-to-end system

- Client application
- Middle-tier reference implementation

#### Windows Phone 6.x news reader client

- Windows Phone commands 18% of the mobile device market
- Prepare for launch of Windows Phone 7 Series

#### Full support for offline reading

- Mobile users prefer native applications
- Take advantage of powerful platform

#### Display multimedia including images with news articles

#### Compelling User Interface

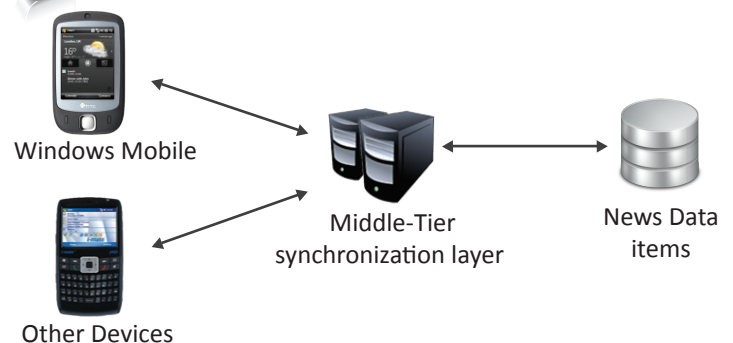
- Designed to take advantage of multi-touch and accelerometer functionality

#### Reference middle-tier Implementation

- Highly scalable platform to handle thousands of mobile users



### Architecture



### Business Value for Publishing Industry

#### Significantly reduce time to market

- Rapidly build out the solution on the reference architecture
- Focus on customizations

#### Incorporate new revenue channels via mobile advertising

- Increase advertising inventory with mobile users

#### Build to your brand

- Extend brand to mobile market
- Establish presence in Windows Marketplace for Mobile

#### Connect to existing systems

- Leverage existing news feeds
- Wrap internal systems in industry standard data feeds



### iLink's Expertise

- Expertise in Mobility Solutions and creating User friendly enterprise mobile applications
- Vertical industry experience in healthcare, telecom, environmental compliance and sustainability and government
- Several Microsoft competencies including Mobility Solutions
- Strong focus on User Experience