

QUALCOMM®

BrandXtend: Your brand, without boundaries.





Expand your reach. Go direct-to-consumer. The BrandXtend™ solution allows you to take control of your direct-to-consumer mobile content strategy—so you can increase exposure, grow revenues, integrate mobile into other marketing strategies and truly own the customer's brand experience.

Making the leap, direct-to-consumer with wireless.

BrandXtend is a scalable end-to-end solution focused on driving growth in mobile content downloads. It gives you the tools to merchandize, market, manage, distribute and differentiate your mobile content offerings. Since BrandXtend is device-, carrier- and content-agnostic, you can put your content into the hands of mobile consumers everywhere.

A Qualcomm solution, BrandXtend lets you deliver a direct-to-consumer offering that works in collaboration with operators' in-network operations. This enables carriers to drive wireless data usage and grow new revenue streams, as well. BrandXtend uses open published APIs to enable continued

flexibility as you maintain and evolve your mobile content services. This lowers barriers to entry for content providers looking to join the mobile content market, and makes life simpler for those already there.

It's the best of both worlds. With BrandXtend, you get the simplicity and lower development costs of a single solution as well as the flexibility to make upgrades to the software stack using a combination of best-in-class products.

Mobile Content: Easily Managed. Easy to Discover.

At a time when consumers are demanding content that's more mobile and more personalized,

BrandXtend gives you the power to manage and deliver your branded content to handsets worldwide. Every business is different, and you want to create and merchandize content that suits your company and your customers. BrandXtend enables multiple off-deck discovery options—from Web and WAP sites to short-code promotion, keyword discovery and on-device portals. And extensive reporting and analytics make it easy to recommend content via Web and WAP sites, SMS or MMS.

Mobilize your brand. Create and deliver the mobile content your customers seek.

Learn more at www.qualcomm.com/BrandXtend.

What does BrandXtend give you?

Brands, Media & Entertainment Companies

- Device, carrier and content-agnostic delivery and management system
- Expanded control over merchandizing, marketing, distributing and managing mobile content offerings
- Multiple channels, including Websites, WAP short codes, keywords and on-device portals
- Scalable, multi-tenant capabilities to manage multiple sites and sub-brands
- Flexibility of an open published API set, enabling rapid customization and integration with other best-of-breed components
- Reliable, secure delivery mechanisms that ensure consumer receipt of content
- Billing and settlement services
- Sophisticated recommendations technology

Operators

- A partnership for a D2C Strategy that improves quality and grows data revenue
- High-quality, reliable, scalable and device intelligent service that drives revenue and reduces customer support costs
- Flexible, open platform for monetizing off-portal content
- Expanded array of operator-branded, off-deck content for subscribers
- D2C portals that behave like in-network solutions



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