

# Openwave® Mobile Content and Application Manager (MCAM) Version 7.0

Openwave Mobile Content and Application Manager Version 7.0 (MCAM) is a powerful Java™ application manager, extended to include download and local management of all types of content. Openwave MCAM allows users to easily access local and network-based content and applications, and offers manufacturers and operators the best solution for delivering Java services to the marketplace. As mobile data applications, such as games, are increasingly relied upon to drive incremental revenue for operators, easy downloading and access to those applications is becoming a key ingredient for mass market, data-enabled mobile phones.

Because Openwave MCAM is fully integrated with Openwave® Mobile Browser Version 7.0 and Openwave® Mobile Messaging Client Version 7.0, integration into the handset is simple and efficient for manufacturers. In addition, photo messaging is made easier through Openwave's innovative "preview" and "zoom" functionality, which adds easy-to-use integration with the Messaging Client. A key part of the Openwave Mobile Client Version 7.0 Product Line, Openwave MCAM delivers an elegant and timely way to deliver mobile Java to mass-market mobile phones.

## Features

### Integrated Software Solution

Openwave MCAM is completely integrated with Openwave Mobile Browser Version 7.0 and Openwave Mobile Messaging Client Version 7.0.

### File and Application Management

- Openwave MCAM is fully compliant with open standards including:
  - MIDP 1.0 OTA Download
  - Wireless Application Protocol (WAP) Download
  - WAP Digital Rights Management (DRM)
  - MIDP 2.0 OTA
- Images and vector graphics files (movies) are enhanced through innovative functionality:
  - *Preview* allows the user to see a sample version of each image or vector graphic in a list as a transparent image on a layer just above the list.
  - *Zoom* enables the one-click ability to move closer to or further away from photos, which, like pan, is especially powerful for viewing items such as maps or detailed photos.
  - *Pan* allows horizontal searching.

- Integration with Openwave Messaging Client allows easy selection and sending of images (photo messaging) and other content.
- Support for WAP Digital Rights Management (DRM) Phase 1 "forward lock" provides protection for proprietary content.

### Content Catalog

Mobile operators can provision a URL to a catalog of content accessible via a single click from the MCAM, making it easier for users to find and download content and allowing promotion of specific operator-selected content.

## Benefits

### End-user Benefits

- MCAM shares a common look and feel with the Openwave Mobile Browser and Mobile Messaging Client, reducing confusion and increasing usability.
- Downloads are easily discovered, managed and utilized.
- Photo messaging is made efficient and easy through integration of the MCAM with Openwave Mobile Messaging Client. With digital camera and address book integration, sending a photo message is as easy as "shoot and send."
- The advanced graphics functions of Version 7 allow easy visual list-based searching for local content with thumbnail or show-through images for easier navigation and increased usability.



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## Operator Benefits

- As a part of Openwave Mobile Client Version 7.0 Product Line, MCAM is highly customizable by the manufacturer, allowing for greater differentiation, better customer targeting and more consistent look-and-feel with other native applications in the phone.
- Better content discovery and promotion drives data usage and increases revenues.
- MCAM integration with photo messaging increases usability, thus driving usage and revenue.

## Manufacturer Benefits

- MCAM requires no incremental porting effort for phones with Openwave Mobile Browser Version 7.0, reducing risk and time to market.
- Integrated architecture optimizes reuse of system resources and minimizes the total software footprint.

## About Openwave

Openwave Systems Inc. (Nasdaq: OPWW) is the leading independent provider of open software products and services for the mobile communications industry. Openwave is a global company headquartered in Redwood City, California. For more information, please visit [www.openwave.com](http://www.openwave.com).

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