



# CreaLog Ringback-Tone

## Personalized Ringback Tones for Everyone

Which service can quickly be integrated by the network operator and offers customers a new kind of added value?

The Ringback Tone Service (RBT Service), a value-added mobile entertainment feature, offers a simple way of generating more revenue. It is already available in many countries around the world.

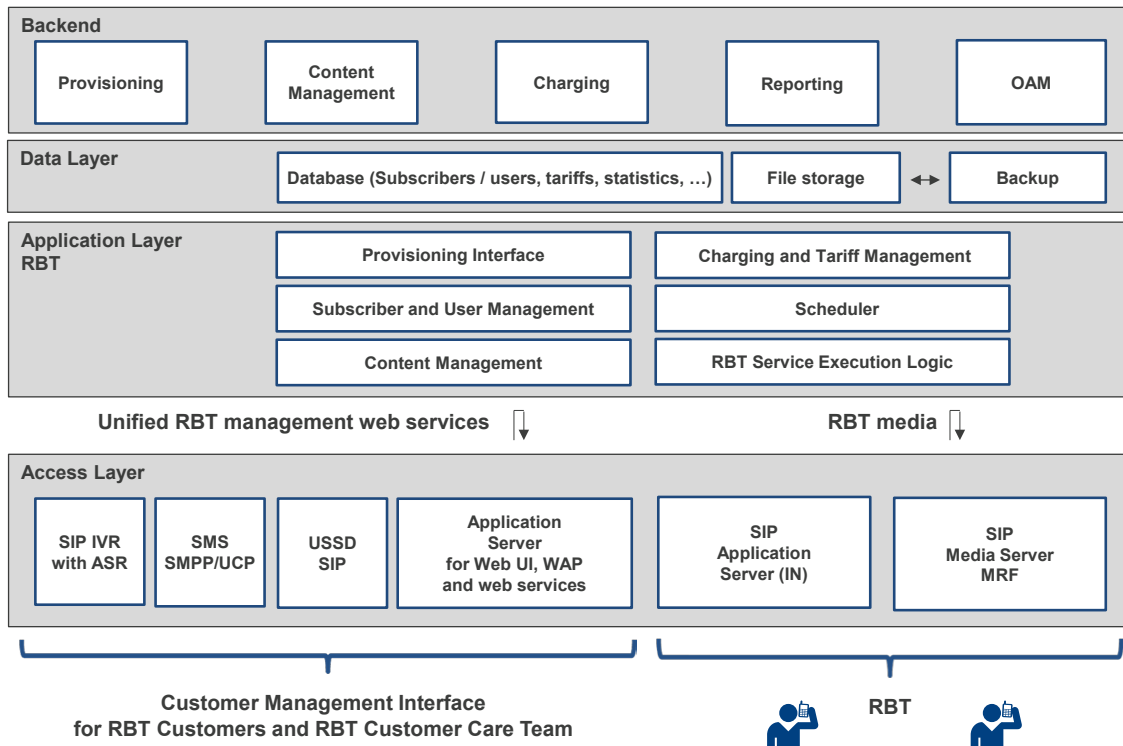
With the RBT Service, service providers can offer their customers an attractive new feature on their cell phones. The service opens up a new source of revenue and has already proved profitable for many cellular service providers.

FACTS	BENEFITS
<ul style="list-style-type: none"><li>• Personalized ringback tone instead of standard ringback tone</li><li>• Topical songs, gags, or other sounds are played over the standard ringback tone to create a personalized ringback tone</li></ul>	<ul style="list-style-type: none"><li>• Attractive new value-added service for all customers</li><li>• Provider differentiation through innovative, personalized service</li><li>• More revenue through flexible charging (one-off charge or subscription)</li><li>• Convenient administration by customers via browser interface, IVR, or SMS</li></ul>

### RINGBACK TONE SERVICE

CreaLog RBT is a customized, scalable solution that enables customers to select their own ringback tone from various songs, gags, or other sounds. This is then played to callers, along with the standard ringback tone, while they are waiting for the recipient to answer their call. The service works irrespective of the caller's network provider.

## RBT ARCHITECTURE



## CONFIGURATION BY THE CUSTOMER

Once set up the service is configured and managed by the customer via web browser interface, by text message (SMS), or by interactive voice response (IVR). This also allows customers to vary their RBT depending on the caller, time of day, and date.

## CHARGING MODELS

Customers are charged for the service according to one or more of the following charging models:

- One-off setup fee
- Monthly fee
- Fee for each RBT activated
- Fee for each change to personal RBT
- Subscription models, e.g. five different RBTs per month
- Corporate RBT and Branded RBT

## TECHNICAL INFORMATION

- Proven Carrier Grade VXML Media Server
- Prepaid and postpaid charging interfaces
- Sophisticated provisioning and service setup
- Comprehensive reporting and statistics
- International installations for providers operating in multiple countries
- Content management interface
- Content provider browser interface
- Customer-configurable via browser interface, SMS, or built-in IVR

### GERMANY

#### MUNICH

Frankfurter Ring 211  
80807 München

#### FRANKFURT

Letzter Hasenpfad 64  
60598 Frankfurt / Main

Phone: +49 89 324656-0

### AUSTRIA

#### VIENNA

Simmeringer Hauptstraße 24  
1110 Wien

Phone: +43 1 74040-640

[info@crealog.com](mailto:info@crealog.com)  
[www.crealog.com](http://www.crealog.com)



Certified Integrated Management System for  
Quality and Environment