



Powered by NCS Portal City

Mobile eServices Hub



## eServices and content on the go

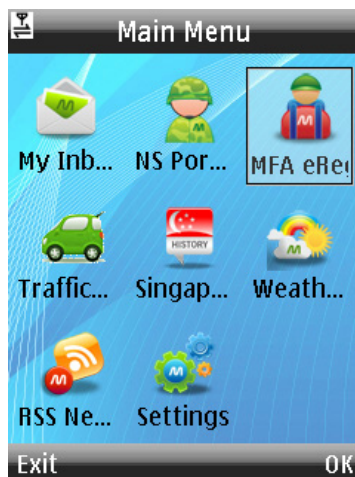
Mobile devices such as smartphones are increasingly prevalent and data plans are more cost effective. With the Next Generation National Infocomm Infrastructure and its pervasive wireless network coming our way, mobile services will soon become indispensable to our everyday life.

Developed by NCS Portal City, MeSH™ is a mobile service platform that seamlessly integrates eServices, lifestyle promotions and content capitalising on location based information.

It serves as a convenient and economical viable platform for organisations to reach out to a large group of audience. With its ability to support both client-base and browser-base, MeSH™ allows information and content to be made available, anytime, anywhere.

## UNIQUE FEATURES

- Independent of telecommunications network provider
- Independent of handset manufacturer
- Able to provide an integrated platform to host government and commercial mobile services
- Location-based services using cell location or/and GPS co-ordinates
- Highly scalable and secure



## OVERVIEW OF PLATFORM CAPABILITIES

- Location-based information
- Configurable content preferences
- Mobile Lifestyle Services such as Mobile Vouchers/ Jingle that allows merchants to push promotions to subscribers
- Multi-locale support
- HTML Transcoding of existing web pages contents
- Mobile Services
- Mobile payment, with mobile wallet that allows the storage of encrypted credit card information
- Auto detect the phone screen size and render for best view

## BENEFITS

- For organisations
  - Extension of web experience (offer users an end-to-end experience)
  - Customisable platform
  - Open to collaborative content and services
  - Greater engagement
- For mobile phone users
  - Added convenience
  - Anytime, anywhere

Key projects that were built and leveraged on the MeSH™ platform include MyTransport.SG, Youth Olympic Games Digital Concierge and the National Service Portal's mobiHunt 2007-2009.

## MyTransport.SG

MyTransport.SG is the latest mobile channel by the Land Transport Authority that caters to the mobile urbanites of today. Designed with smartphones in mind, MyTransport.SG is accessible via the Internet through popular iPhones, Android- and Windows Mobile-based phones. With Location Based Service (LBS) technology built in, it features a range of useful mobile services such as live traffic and public transport information that helps commuters plan a smoother drive or public transport journey.



## Youth Olympic Games (YOG) Digital Concierge

The Digital Concierge for the Singapore 2010 Youth Olympic Games (Singapore 2010) provides personalised Singapore 2010-related information and services to athletes and key team officials through the Samsung mobile phone. During the Games, it offers every participant concierge-style service, quickly and easily, anywhere and anytime on the go. This is the first time that a mobile platform will be used on such a large scale at an Olympic event.



## National Service (NS) Portal's mobiHunt (2007-2009)

The annual mobiHunt (mobile Treasure Hunt) series was an innovative collaborative initiative by the NS Portal which seeks to engage NS men and promote community bonding.

Through the MeSH™ platform, participants received location-based clues via their mobile devices at each check point. The teams negotiated the urban jungle, answering questions through MeSH™ as they made their way past landmarks in Singapore in a bid to reach the finish line in the shortest possible time. The teams were also able to redeem freebies provided by sponsors using mVouchers on MeSH™.

With a record 105 participants using 54 mobile phones, mobiHunt2009 won a place in the Singapore Book of Records for the "Largest Treasure Hunt using Mobile Technology".

## SERVICES ON MyTransport.SG

- Journey Planner
- Bus Services (Search and locate nearby bus stops)
- MRT/LRT (Search and locate nearby train stations)
- Taxi
- Traffic Smart (view ERP gantries and rates)
- Parking Guide ('live' results for parking lots availability)
- Traffic Cameras (to view live road conditions)
- Traffic News ('live' results from road works to road incidents)
- Premium Bus services
- Park and Ride
- COE
- Useful links (Ask LTA, SBS Transit, SMRT, Transitlink, 1800-CALL-LTA)

## DIGITAL CONCIERGE FEATURES

- Available in English and French on the Samsung OMNIA Lite
- Up-to-the-minute Sport Competition Results
- Targeted push of recommended Culture and Education Programme Events
- Event Calendaring with Sport and CEP Schedules
- One-stop Mobile Social Networking
- Translational Dictionary in Seven Languages

## MOBIHUNT FEATURES

- My Inbox for clues
- mVouchers with built-in redemption functions
- Mobile Chat (closed audience chat during event)
- Collaborative Content (e.g. Singapore weather)
- Interactive Map
- RSS Feeds

For more information, contact :

Anna Tek 91123600

Dinesh Cambo 81818820

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