

Atlas introduce Talki . . .

Get Talki for unlimited mobile content services, chatting plus text and picture messaging. All services under one mobile application on your mobile handset.
STAY IN TOUCH with friends and family **ANYWHERE** in the world.
 Join the **LARGEST** mobile chat community!

About Talki

The revolutionary communications tool for mobile content services, chatting, text and picture messaging from your existing mobile handset.

Talki is a small downloadable social application for mobile devices that leverages the internet connection and mobile content providers accessible on the majority of handsets to offer social communications services to the Arabic audience in Middle East and anywhere in the world.

- ▶ Talki is the ultimate content directory and live chat application
- ▶ Can be downloaded to the mobile phone or used via its internet browser (WAP or JAVA)
- ▶ Viral application, subscribers share it with friends
- ▶ Deliver mobile contents and advertising
- ▶ Allows a manageable link from your customer's mobile to your premium IVR and text services
- ▶ Can be easily updated

Talki gives you all these great features:

1 As a customer

TEXT UNLIMITED FREE:

Texting with your talki Friends! You can also send regular text messages to your friends who don't have talki yet, anywhere in the world.

PICTURE MESSAGING FREE:

take pictures with your phone and send them to your friends on their mobile phones wherever they are in the world. you can even attach a photo that you have on your mobile. Up to 95% saving on MMS cost.

MOBILE CONTENT:

download music, wallpaper, ringtones, games, information services, sports and news alerts. Keep yourself updated with the latest news in the interactive arena.



2 As a Talki partner

Talki can be offered as a white label solution to increase your image brand whether you are a mobile operator or a content provider.

- ▶ A compelling, revenue generating, consumer offering to existing customer base.
- ▶ Earn revenue share on purchases and advertising within the application.
- ▶ White Label talki under your own brand
- ▶ Deliver your own content to all talki users
- ▶ Build a permission-based open channel to reach your customers

3 As a brand owner (advertising agencies)

- ▶ Targeted user base
- ▶ Global reach
- ▶ High value ad positioning and visual profile
- ▶ Immediate calls to action and viral spread
- ▶ Get your ads instantly advertized at once to all Talki users.
- ▶ Each ad includes an image and up to three links, you choose the content behind each link. When a fan clicks on one of the links, a mobile web page opens, a phone number is dialed, or a text message is sent.



Enabling the communications revolution.
 Its free, for more information, go to
<http://talki.atlas-me.com>

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