



New Control Panel, version 5.0

A quick guide to CP5

<http://cp.txtnation.com>

Control Panel 5.0 (CP5) is an exceptionally powerful tool for the billing and delivery of rich content and services. Via a streamlined, accessible Web-based interface, CP5 serves the enterprise in powering a range of award-winning content, messaging and billing solutions.

CP5 provides a plethora of options to customise every aspect of how you use services provided to you by txtNation. Whatever services you use, you get 24/7 access to a control panel that enables you to finetune those services, request an upgrade, buy new services and to keep a close eye on data related to your account.

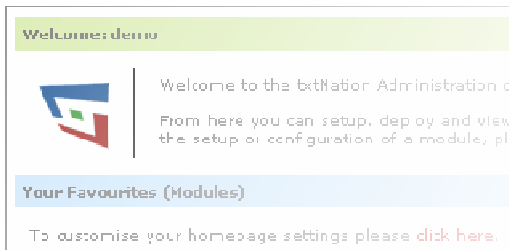
This introduction is not intended as a full instruction manual for using the control panel. It aims to give you an idea of the range of features available. As well as the helpful hints you'll find on the control panel itself, you can find extra assistance by contacting txtNation support direct. We're always happy to help you find what you're looking for.

Content Management

For today's rich media-centric mobile applications, a powerful storage and management solution for content assets is essential. CP5 provides a feature-rich content repository which is fully manageable using a Web-based interface. There's no need to use additional software to help manage your mobile content. In CP5, content management is built-in as standard.

Messaging Services

The explosive growth of interactive SMS services shows no sign of slowing down and adding MMS, WAP Push and email into the mix requires a powerful and flexible, yet easy to configure, messaging platform, which is exactly what CP5 provides. Usability is inherent in our messaging platform and CP5 makes it even easier to take advantage of this increasingly vital revenue stream.



A crisp, clear new look

Billing Solutions

Integral to CP5 is our array of alternative billing solutions. Setup credit card services right through to alternative platforms such as phone, wire and IVR. txtNation are a leading provider of alternative billing solutions. All these can be made available to you via CP5.

From SMS and WAP payments, to wire and cash, txtNation can facilitate billing across a range of platforms – giving you access to a worldwide marketplace. Whatever method your end-users pay with, you can bill them successfully, first time.

We can also facilitate a complete merchant service for many types of online business. This gives you the convenience and security of having your own payment account in which revenues are paid directly, rather than relying on aggregative services such as PayPal. Our merchant services are solid and dependable, backed by a leading network of acquiring bank partners as used by some of the biggest names on the net. We can have your credit and debit card processing facilitated within days.

Merchant services can be used by web sites in most categories, including online gaming, casinos, adult web sites, business-to-business, travel, and pharmaceutical. Our support team will be able to advise you further. And because we're a global, outward looking company, we can set up our solutions anywhere in the world and not just in Europe and the USA. Our systems can handle currencies like US, Canadian and Australian Dollars, the Euro, UK pounds sterling, the Yen, and many more

Portal Design

Create entire mobile portals and applications featuring many of the features one more commonly associates with browsing the Web.

Subscriptions and Mailing Lists

Get access to a full range of tools to help your end users take out subscription services with you. Keep track of spending habits and estimated generated revenues. With our mailing lists, you can keep in touch with your end users or use it as a powerful marketing tool to reach out to others interested in your products or services.

Alternative billing

- SMS
- WAP
- Phone
- Credit Card
- Bank Debit
- Prepaid Card
- Wire
- Cash
- eCheque
- Digital Wallet



**Merchant
Banking
Services**

Statistics and Reporting

Visibility on the vast amounts of data generated when running live interactive mobile services is absolutely crucial to the success of current and future campaigns, and CP5 provides a variety of tools to help with reporting and statistical analysis of this data.

For any enterprise that wants to sell content and services in the mobile world, it is essential to keep track of your end users, as well as any associated metadata, such as user behaviour and subscriptions information. Having this data at your fingertips empowers you to take a more strategic approach to customer relationship management.

Logging and Access Permissions

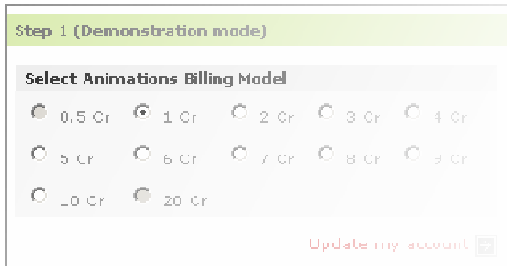
Everything in CP5 is configured using a Web interface, to which users identify themselves with a username and password. Since there are likely to be several people within an organisation working on potentially many projects using CP5, the platform supports a sophisticated access control system.

Advanced Shopping Cart

Pay for each service and module as you require them with near plug-and-play convenience.

Support

txtNationSD is the support and distribution arm of txtNation. In the coming months, txtNationSD will give you more support options than ever. Using a centralised support system, accessing information about integrating and using our services will be faster and easier.



A range of options at every stage

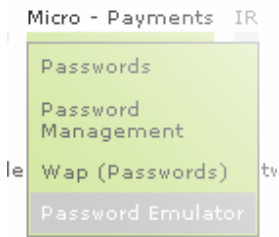
Key functionality and features

CP5 provides:

- Centralised and intelligent content store
- Intuitive access to SMS, MMS, WAP and email solutions
- Wizard-driven templates for common services
- Easier integration with industry gateways
- Premium billing and alternative billing just a click away
- Create content portals easily
- Ideal to administer subscription and one-off purchases
- Real-time statistics
- Excellent campaign management
- Flexible support options
- White-label and reselling support
- Support for Digital Rights Management (DRM)
- Internationalisation options
- Fulfils network operators' requirements

CP5 is the next step in the evolution of txtNation's widely successful content management and applications platform, built on years of experience, and industry expertise in delivering both common and bespoke mobile services.

CP5 is the easy choice for any media or website content or service provider wishing to outsource a complete technical solution, catering for the full spectrum of both simple services and exceptionally advanced bespoke application development.



Everything is organised intuitively



Some of the options available from CP5

- Your Content
- Online Content
 - Animations
 - Images
 - Ringtones
 - Truetones
 - Videos
 - Themes
 - Live Video
- Offline Content
 - Offline Animations
 - Offline Images
 - Offline Truetones
 - Offline Ringtones
 - Offline Video
- Our Content
- Content
 - Ringtones
 - Truetones
 - Java games
- Java Apps
 - Push2Phone
- Misc
 - Banner Ads
- Campaigns
 - Alerts and
- Subscriptions
 - Bulk Push SMS
 - Competitions
 - Reverse Auction
 - Random Response
 - Shouts
 - Voting
 - Info Messages

- Chat
 - Live Chat
 - Peoplefine
 - SMS Chatroom
- Skins (Brand)
 - Pop-up
 - Content Website
- White Label v3
 - General
 - Menu Items
 - Users
 - Statistics
- Micro-Payments
 - Passwords
 - Password
- Management
 - WAP (Passwords)
 - Password Emulator
- IR
 - Web Response
- Gateway (Processing)
 - Gateway Settings
 - Payment History
 - Payment Statistics
- Affiliates
 - Reseller Options
 - Sign-up Brand Page

Main enquiries

Email: sales@txtnation.com

Phone: +44(0)17 5227 3491

txtNation Headquarters

Poseidon House
Waterfront Business Park
Plymouth
PL4 0SJ



London, United Kingdom

Email: sales_uk@txtnation.com

Phone: +44(0)200007021



Paris, France

Email: sales_france@txtnation.com

Phone: +33(0)170700499



New York, United States

Email: sales_usa@txtnation.com

Phone: 1 866 736 0022



Frankfurt, Germany

Email: sales_germany@txtnation.com

Phone: +49(0)6922227307



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