

Safira WAP Site Builder

Introduction & Application

Presented by:



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1. INTRODUCTION

Safira WAP Site Builder is the most complete and robust web-based application for the development of **WAP-sites** (internet sites for mobile phones).

With **Safira WAP Site Builder** you will now be able to access the channel of communication with most potential for marketing and promotional applications in a fast, simple and totally affordable manner.

Safira WAP Site Builder allows creating solid and feature-rich, color enhanced mobile internet sites, with no technical knowledge required. Enter texts, upload color images from your PC, add functions and arrange your m-site the way you like.

By using **Safira WAP Site Builder** a proper site structure is generated, and input is interactively converted to formats suitable for mobile devices. Available functionalities are consistent, easy to configure, and intuitive to use by site visitors.

Sites built with **Safira WAP Site Builder** are visible in i-mode phones, wap devices and web browsers. Particularities of individual browsers are automatically accounted for so that sites are operational and agreeable across the growing diversity of mobile devices.

WAP sites generated with **Safira WAP Site Builder** represent quality and can outrank many individually programmed wireless services. The platform on which **Safira WAP Site Builder** is structured offers additional powerful, readily available professional and commercial functionalities.

Safira WAP Site Builder is the first m-site development tool that allows the management of **partner m-sites**. Using a predetermined structure, yet personalizing corporate image elements of each **partner m-site**, content providers will be able to supply several partners dedicated to promoting their own WAP sites.

Furthermore, **Safira WAP Site Builder** offers the functionality to insert links in WAP site pages that lead to payment gateways provided by third party mobile payment solution providers such as **Bango.net**.

2. THE APPLICATION

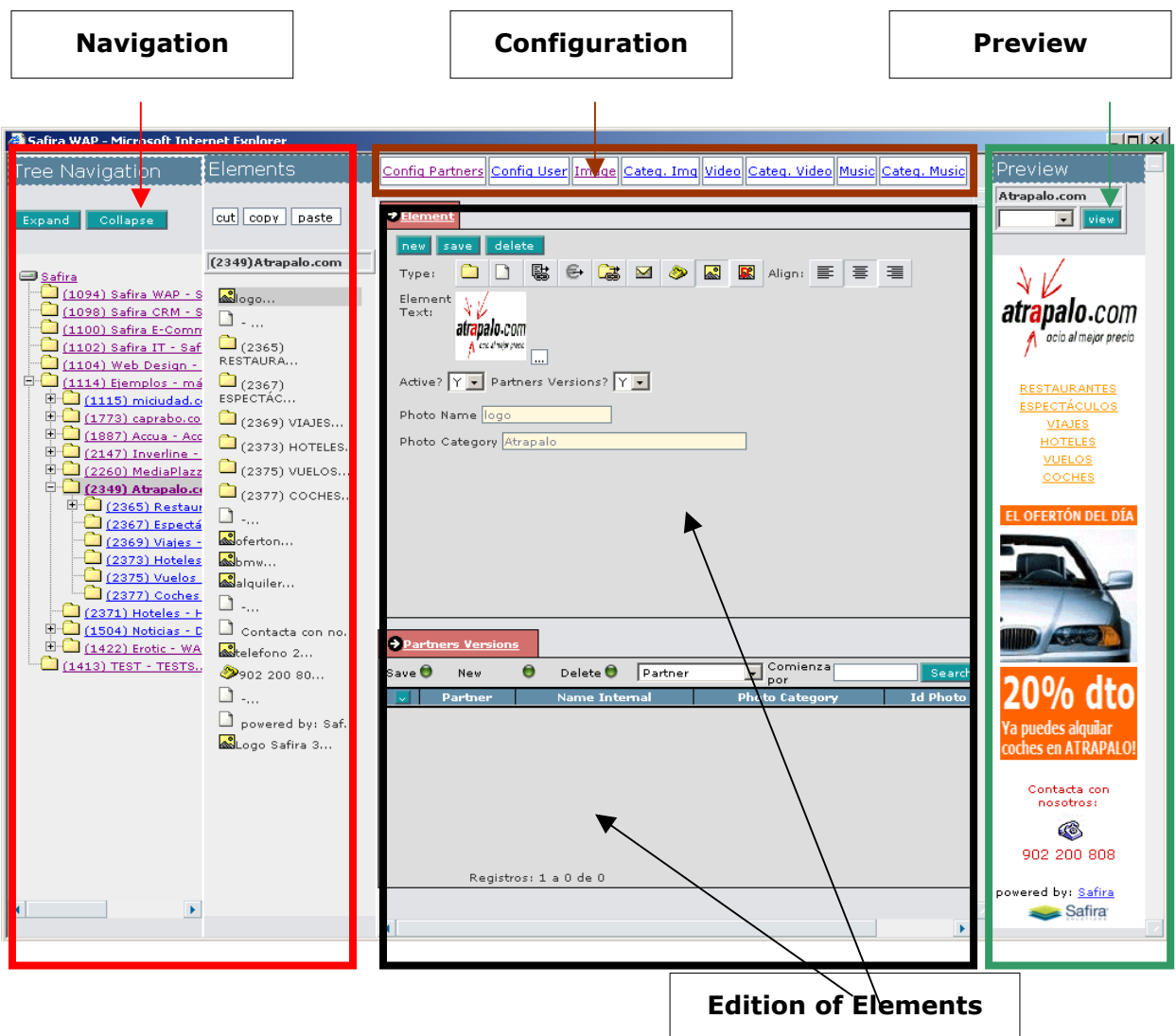
The application is organized into four main areas:

Navigation: A navigational tree that allows easy access to the different sections and elements that compose the WAP site.

Edition: Area designed to offer editing functionalities such as to modify, delete and insert new elements to the WAP site structure.

Preview: Area designed to allow a preview in real time of the changes being made to the WAP site structure and its individual elements.

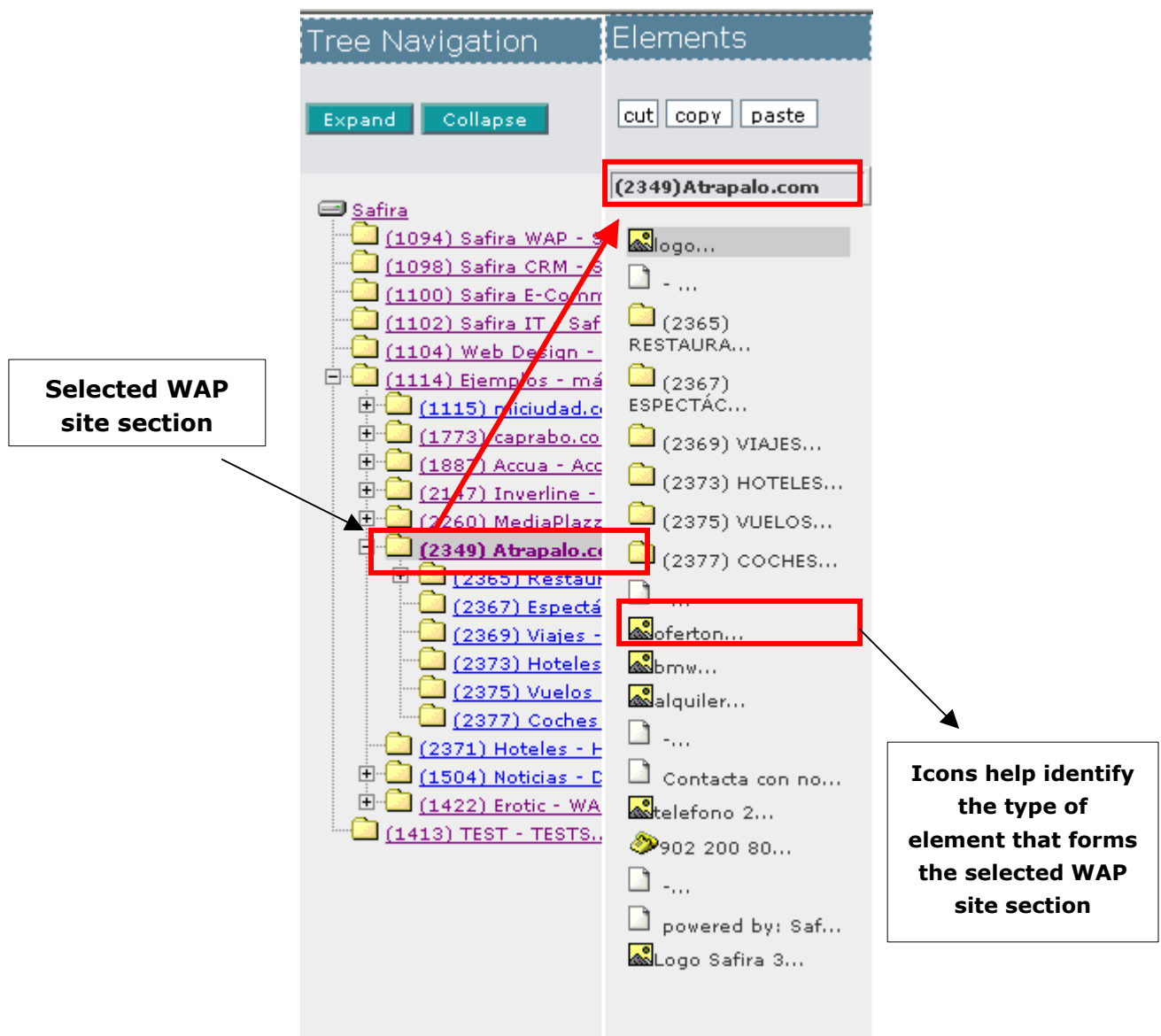
Configuration: Area designed to serve as quick access to image, video and music catalogs and the elements that personalize the partner WAP sites.



2 A. NAVIGATION

Through this intuitive navigational tree you can navigate between the organizational structure and individual elements that compose the WAP site. To facilitate the development and maintenance of the WAP site, this navigational area offers three important functionalities to copy, cut and paste WAP site elements.

The different icons help identify the type of element that composes the WAP site.



2 B. EDITION

Once selected the element of the WAP site section, we can proceed to edit, delete or create new elements in the area shown below.

In this same area, each element has the possibility to be edited for the **partner m-site** version. The different WAP site partners will automatically have available new elements and sections that are updated to the original WAP site.

Editing Elements

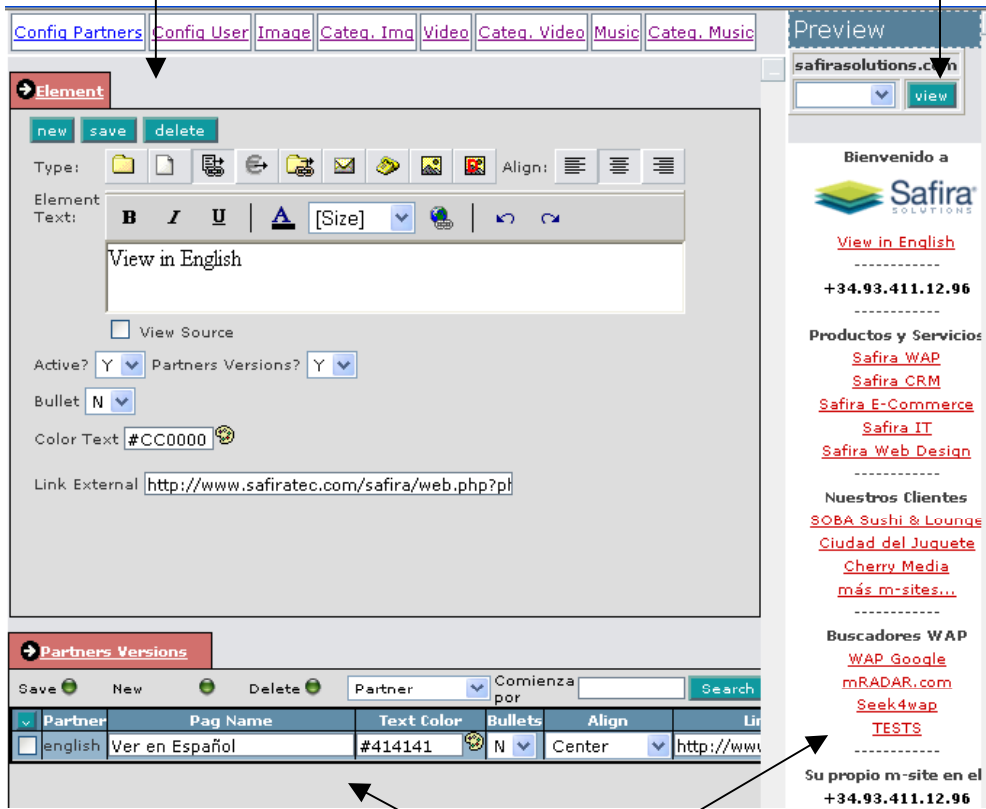
Editing Elements for Partner WAP sites

2 C. PREVIEW

The preview area of the **Safira WAP Site Builder** application was designed to allow developers to visualize in real time the changes being made to the WAP site pages. This area also includes a functionality that allows quick preview of the different **partner WAP sites** by choosing the partner from the selection box and clicking on the view button.

WAP site element selected for edition

Real-time preview of modifications made to WAP site



The screenshot displays the Safira WAP Site Builder interface. At the top, there are navigation tabs: [Config Partners](#), [Config User](#), [Image](#), [Cateq. Img](#), [Video](#), [Cateq. Video](#), [Music](#), and [Cateq. Music](#). Below these is the 'Element' editor, which includes a toolbar with 'new', 'save', and 'delete' buttons, and a rich text editor with options for bold, italic, underline, text color, and font size. The text being edited is 'View in English'. Below the editor are checkboxes for 'View Source', 'Active?' (set to 'Y'), and 'Partners Versions?' (set to 'Y'). There is also a 'Bullet' dropdown set to 'N' and a 'Color Text' field set to '#CC0000'. At the bottom of the editor is a 'Link External' field with the URL 'http://www.safiratec.com/safira/web.php?pl'. Below the editor is the 'Partners Versions' table, which has columns for 'Partner', 'Pag Name', 'Text Color', 'Bullets', 'Align', and 'Link'. The table contains one row for the 'english' partner with the page name 'Ver en Español', text color '#414141', and a link to 'http://www...'. To the right of the editor is a 'Preview' area showing a real-time preview of the WAP site content, including the Safira logo, contact information (+34.93.411.12.96), and a list of services and clients.

Partner	Pag Name	Text Color	Bullets	Align	Link
english	Ver en Español	#414141	N	Center	http://www...

Selected elements of partner WAP sites can also be previewed in the real time

2 D. CONFIGURATION

The configuration area of the **Safira WAP Site Builder** application allows quick access to the areas designed to introduce and organize into categories the different music files, video files and images that will be used as content in the WAP site.

This area also allows the quick access to partner and user information configuration.

**Configuration area
(quick access links)**

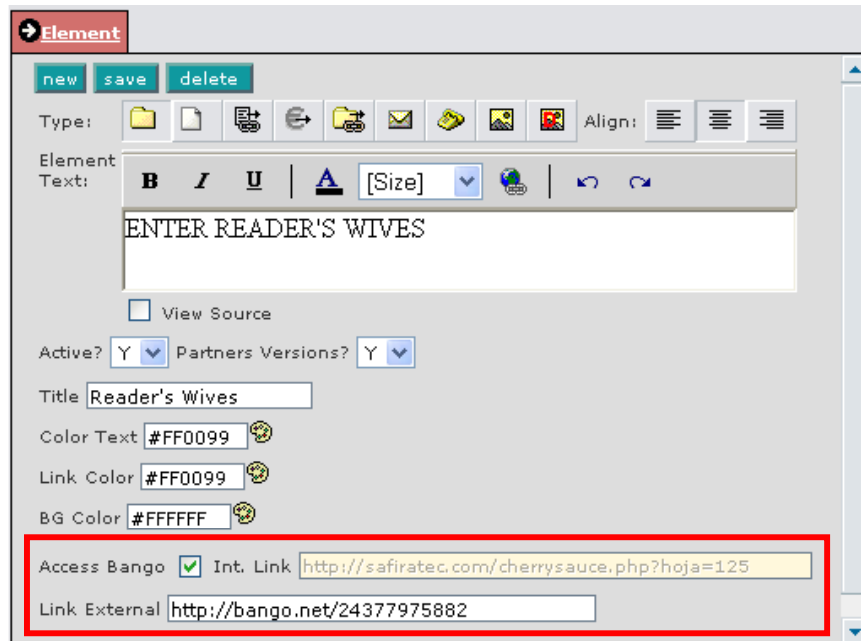
The screenshot shows the configuration area of the Safira WAP Site Builder application. A red box highlights the top navigation menu with the following links: [Config Partners](#), [Config User](#), [Image](#), [Categ. Img](#), [Video](#), [Categ. Video](#), [Music](#), and [Categ. Music](#). Below this menu is the 'Element' configuration panel for a 'View in English' link. The panel includes fields for 'Type', 'Element Text', 'View Source', 'Active?', 'Partners Versions?', 'Bullet', 'Color Text', and 'Link External'. The 'Partners Versions' table below shows the following data:

Partner	Pag Name	Text Color	Bullets	Align	Lin
english	Ver en Español	#414141	N	Center	http://www

The right side of the screenshot shows a preview of the WAP site with the Safira logo and contact information: [View in English](#), +34.93.411.12.96, and a list of products and services including Safira WAP, Safira CRM, Safira E-Commerce, Safira IT, and Safira Web Design. It also lists clients like SOBA Sushi & Lounge and Ciudad del Juquete, and mentions search engines like WAP Google, mRADAR.com, and Seek4wap.

2 E. PAYMENT LINK

Safira WAP Site Builder was designed to allow the insertion of payment links provided by third party suppliers of mobile payment solutions such as **Bango.net**. This functionality allows the sale of content and other products/services to mobile end users from the WAP site.



By inserting a payment link in the WAP site, the end user is lead to the Bango interface to pay for content



3. GUIDE TO SUCCESS AS A MOBILE CONTENT PROVIDER

60% of users visiting Mobile Internet sites are making multiple purchases, this compares with 18% who use SMS and MMS delivery of paid-for content mechanisms. Linking users to a Mobile Internet site, where they can be offered additional content, generates higher sales for mobile content partners. This means you'll be able to make healthy profits with the option to re-invest revenue to grow your market share.

Guide to Success...

1. Build WAP site using **Safira WAP Site Builder**
2. Promote your WAP site using the Bango.net promotional tools:

Txt Trigger; Send to a Friend; Bango Content Directory

3. Charge for content provided through your WAP site using one of the several payment solutions offered by Bango.net:

Premium SMS; Operator-billing systems; Credit/debit cards; Premium Voice

4. Use the **Safira WAP Site Builder** application to offer a complete suite of mobile publishing solutions to WAP site partners that will only have to dedicate their efforts in promoting your content in their own personalized WAP sites.
5. Monitor the success of your promotion programs and see how much money you have earned online from mybango.net whenever you want.

To learn more on how to easily build your WAP Site with no technical knowledge required and to start making money distributing your content to mobile phones and PDA devices all over the world using **Safira WAP Site Builder**, contact us at:

Barcelona, España: +(34) 93.411.12.96

vía email al: info@safirasolutions.com

Web: www.safirasolutions.com