

ZaptoPhone Mobile Content Delivery Service

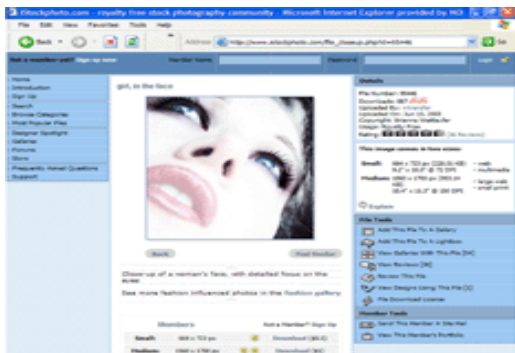
Unwired Appeal's ZaptoPhone service enables websites to deliver music, soundbytes, photos, and graphic to millions of cell phone subscribers across the USA and worldwide. Website owners simply insert small pre-formatted tags into their web pages that identify the desired content for cell phone delivery.

While browsing a website, a visitor can select a photo or music clip and Unwired Appeal's Adaptive Content Servers (ACS) automatically retrieve the content, optimize it for the visitor's cell phone, and deliver it directly to the phone.

Why use ZaptoPhone?

Using ZaptoPhone, websites can

- ÿ Generate revenue by charging for premium content
- ÿ Increase site traffic by enabling visitors to receive unique audio and visual content on their cell phones
- ÿ Extend site marketing into the "mobile channel"



How does it work?

When a site visitor clicks on a Zaptag, the music or graphic is loaded into an offsite webcart. ZaptoPhone converts and optimizes the content, bills the end-user, and delivers the content to the target cell phone where it can be used as a ringtone, wallpaper, screensaver, or simply stored for later playback/viewing.

Accepted forms of payment are Premium SMS (charged to the cell phone), PayPal, or credit card. ZaptoPhone Partners can select from a number of predefined price points (\$0.99 to \$5.99). Gross outpayments to the Partner for both PSMS and Paypal/CC are as follows:

Price Point	PSMS	PayPal/CC
\$0.99	\$0.24	\$0.31
\$1.50	\$0.46	\$0.71
\$1.99	\$0.68	\$1.08
\$2.49	\$0.87	\$1.47
\$2.99	\$1.07	\$1.85
\$3.99	\$1.46	\$2.62
\$4.99	\$1.85	\$3.39
\$5.99	\$2.24	\$4.16

For more information visit ZaptoPhone.com or email info@unwiredappeal.com.

ZaptoPhone in a nut-shell

Enables websites to deliver their music/sounds and graphics to cell phones

Key Benefits

ÿ Generate new revenue streams

ÿ Market to the Mobile Channel

ÿ Increase site traffic with unique services

ZaptoPhone use Scenarios

ÿ Band/music sites can delivery songs directly to cell phones as "ringtones"

ÿ Photo websites can enable users to download favorite shots to their cell phones as wallpaper or screensavers

ÿ Sites with MIDI and MP3 files can now download to millions of compatible cell phones across the USA and worldwide

For more information

For information please visit ZaptoPhone.com

About Unwired Appeal

Unwired Appeal is a mobile technology firm specializing in mobile content platforms and interactive wireless events. Visit us at unwiredappeal.com