

ZaptoPhone

Installation and Technical Notes

Basic Installation

To implement Zaptags, simply follow these steps:

1) Prepare the audio/visual files that you wish to offer. Individual file sizes must not exceed 500KB. Most files can be used "as-is", although please review our recommendations in the next section "Supported File Formats".

2) Insert the following line of javascript in the website page(s) that will contain the Zaptags (only required once per page) -

```
<script type="text/javascript"
src="http://www.zaptophone.com/resources/zaptophone.js"></script>
```

3) Add Zaptags for each music/graphic file in the following format (quotes required)

```
<a href="javascript:zap('URL of file', 'Display Name', 'Reference ID');">'Link Text'</a>
```

URL of file: the location of music or graphic (eg. 'http://www.uwapp.com/song.mp3')

Display Name: the filename you would like displayed in the webcart

Reference ID' (optional) : allows you to track and report files by unique ID

Link Text: the text you would like displayed as the hyperlink in your webpage

Example:

For the logo from Google.com, the Zaptag could look like

```
<a href="javascript:zap('http://www.google.com/images/logo.gif', 'Google Logo');">Zap
this Google Logo to your cell phone!</a>
```

HINT: visit www.toneguys.com and use "view source" to see zaptags in action

Supported File Formats

ZaptoPhone supports MIDI, MP3, GIF, and JPG content files. The files must be hosted on your website and maximum file size is 500KB. For best cell phone playback/viewing results, we also highly recommend the following -

- MIDI files not exceed 30 seconds in duration
- MIDI files not exceed 16 "voices" (channels)
- MP3 files not exceed 20 seconds in duration
- GIF and JPG files not exceed 640x480 resolution

If MIDI/MP3 files exceed the recommended file length (30 and 20 seconds respectively), our servers will convert the file to the maximum allowable length supported by the target cell phone. If you elect to edit your MIDI/MP3 file length, we also suggest that you select a portion of the file that is most representative of the original file. In many cases this is not the beginning of a song.

Conversion Notes

Photo/Graphic files

ZaptoPhone will resize original files to fit the screen size of the target cell phone. Color screen required.

ZaptoPhone in a nut-shell

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

Key Benefits:

ÿ Increase repeat site traffic

ÿ Generate new revenue streams

ÿ Build brand awareness

ZaptoPhone use Scenarios

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

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

ÿ Sites with midi files can now easily allow for direct music downloads to millions of compatible cell phones across the USA

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 SMS marketing. Visit us at unwiredappeal.com

ZaptoPhone

Installation and Technical Notes

(Cell Phone Support continued)

Music/Sound files

MIDI files - MIDI files are converted to fit the maximum number of "voices" (channels) supported by the target cell phone. The majority of cell phones on the market today support between 4 and 40 voices. We recommend a maximum of 16 channels to preserve audio quality for the widest range of mainstream cell phones.

MP3 files - MP3 files are converted to MMF, QCP, AMR, or MP3/24kps depending on the capabilities of the target cell phone. Next-generation cell phones normally support one or more of these formats.

Installing Your PartnerID

- 1) First create your partner account at <http://www.toneguys.com/partner/user>.
- 2) Using a text-editor (e.g. Notepad) create a simple textfile called `tginfo.txt` with the following two lines:

```
partnerid=xxxxxxx (you will receive this number when you sign up )  
psms=xxx (price point, amount to charge end-user)
```

- 3) Valid price points are 99, 150, 199, 249, 299, 399, 499, 599 (all expressed in cents)

4) Example file:

```
partnerid= abcd1234  
psms=199
```

- 5) **Save** the file as **tginfo.txt** and place it in the directory where the source files (graphics and ringtone files) are located

If you have any questions regarding set-up of your ZaptoPhone service, please don't hesitate to contact support@unwiredappeal.com

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