



 **ping**[®]
All together Now!



With *PING[®]
wireless operators can provide next generation value
added services **NOW!**



***PING[®] Instant Group Calling** addresses the communications needs of young adult and teen market segments and successfully integrates voice and data network infrastructure while maximizing revenue from your business subscribers, today!



***PING[®] Instant Group Calling** connects subscribers with groups of people instantly ...no matter the type of network or mobile handset!



***PING[®] Instant Group Calling** is a unique service that boosts ARPU (average revenue per user), reduces customer churn, and increases both voice and SMS usage.

***PING[®] Instant Group Calling** allows all your subscribers to connect with everyone: on-network, off-network wireless and landline subscribers no matter the type of wireless network (TDMA, GSM or CDMA) or wireless terminal is used.

*All target *PING[®] users of Instant Group Calling services depend on their phone on a daily basis and are socially active. They are the wireless operator ideal target!*

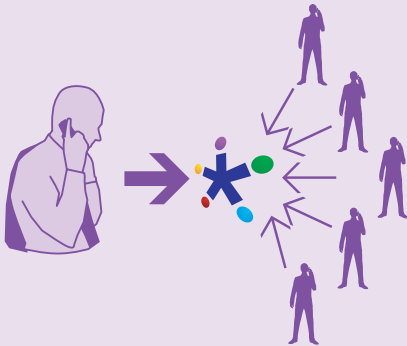
***PING® Instant Group Calling** **is the right product at the right time.**

Boost revenue. *PING® - Instant Group Calling provides young adults and teen subscribers with the capability to instantly connect to groups of 3, 5, 10 or more friends. On the fly group calls are easily started with the push of a button.

To address your young adult and teen subscriber's *PING® is provided under CPC modality

Caller Paid Conference Mode - CPC:

Every subscriber that joins the *PING® conference pays for their own call.



In CPC mode, the conference initiator invokes multiple subscribers by dialing a single abbreviated number, for the desired list of attendees. *PING® takes care of the rest by sending SMS invitations for guests to join the conference. Additional SMS revenue is generated with CPC mode.

Customizable Greetings

To provide the calling group with a more personalized experience, the instant group calling initiator can customize the welcome greeting to the call every time he or she uses the service.

M-Team® attracts high ARPU users

*PING® is mostly used by young adults and teens who post highest wireless MOUs. Another important user group for Instant Mobile Conferencing services is the corporate segment addressed with the M-Team application.

M-Team® provides an ideal user experience for the business subscriber segment by combining the use of the world wide web, SMS messaging and wireless voice services – see the M-Team® brochure for more information or visit "www.bptweb.com/mteam".

SvMS - Short Voice Message Services provides an ideal complement enhanced value service to *PING. SvMS avoids the cumbersome input of text into the wireless terminal

by simply recording a voice message that is distributed to 3, 5, 10 or more subscribers in an instant - see the SvMS brochure for more information or visit www.bptweb.com/svms.

M-Team reduces customer churn

Subscribers that use “sticky” services like *PING®, are less likely to switch wireless service providers, even where LNP (local number portability) is available.

Today & Tomorrow

*PING® is designed to integrate to your existing wireless and data infrastructure, today!
*PING® is being integrated to Symbian®, Brew® and Windows Mobile® wireless operating systems to provide the best user experience on 3G advanced data terminals. BPT partners with industry-leading wireless vendors to provide advanced features and will work with others to take advantage of emerging wireless technologies.

Marketing and Product Branding

BluePepper Technologies, in partnership with Steinbranding Worldwide, has created the BPT Marketing Advantage program that provides the technology, the business solution and also the marketing support required for a successful marketing rollout and maintenance of *PING®.



Off-line marketing pieces including printed media, billboards, calling cards and brochures as well as on-line media including voice prompting, web pages and internet banners are made available for promotion of the ***PING®** service to our wireless service provider partners.

Take action to lead the market!

***PING®**- a next generation enhanced wireless service available today.

***PING®** - Instant Mobile Conferencing is:

- Low-risk & high-profit.
- Targets business subscribers with highest ARPU and MOUs.
- Available at \$0 CAPEX and \$0 OPEX through BPT Capital Advantage.
- Fastest time to market: less than 30 day implementation.
- Fastest time to profit: immediate marketing roll out with BPT Marketing Advantage.

BluePepper Technologies Inc. is a global provider of enhanced wireless service applications for the wireless industry. BPT focuses in providing intuitive, best-in-class solutions with rapid implementation that fully integrate to existing infrastructure.

Visit www.bptweb.com

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Windows Mobile® is a registered trademark of Microsoft.
Symbian® is a registered trademark of Symbian Software Ltd.

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The logo for BluePepper Technologies. It features a blue triangle pointing downwards to the left, followed by the word "BluePepper" in a bold, blue, sans-serif font. Below "BluePepper" is the word "TECHNOLOGIES" in a smaller, blue, all-caps, sans-serif font.

www.bptweb.com