

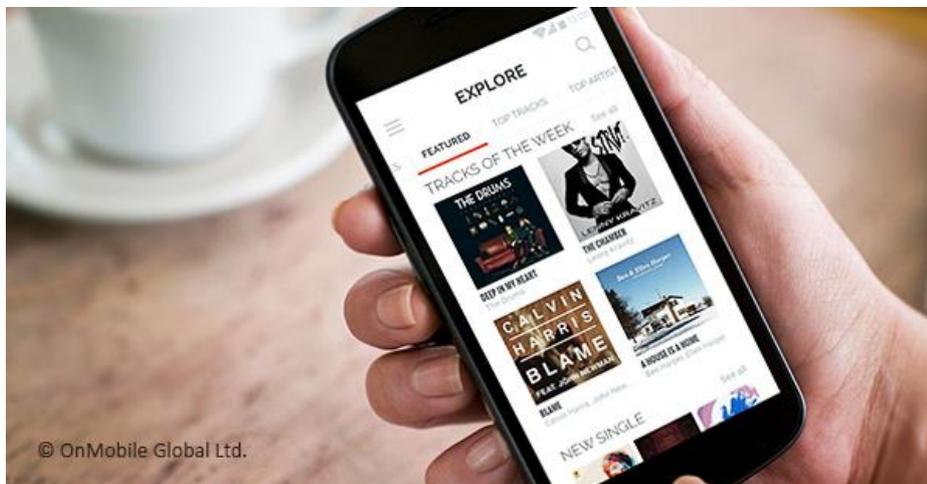
OnMobile unveils innovative Ringback Tone application in Spain

A brand new application

In February 2015, OnMobile released its brand new app in Spain with a completely new user experience, a great design and an appealing set of innovative features. At the moment, the app is available only on Android, although the iOS version is currently being tested and will be released in Q2 of this fiscal year.

Unlimited RBT

The new Ringback Tone (RBT) service offers the end-user complete freedom to choose any number of tracks from a large selection of music. Instead of paying for each individual track, the subscriber just pays a subscription.



The new Ringback Tone store

A simple and beautiful Ringback store

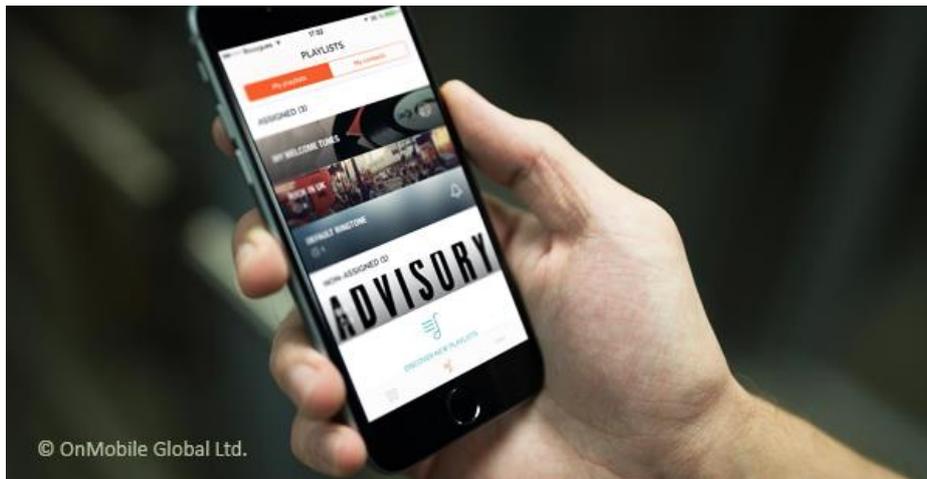
Building on the successful “Press * to copy” feature that OnMobile pioneered on the traditional voice channel, the mobile app experience introduces “Press * to favorite,” which allows the end-user to add a favorite track in one simple click.

Powerful music search

Drawing on a long experience of text and voice search, the new app benefits from the music search platform, allowing the end-user to find the song they want even if there are misspelled or incoherent text entries.

Custom playlist

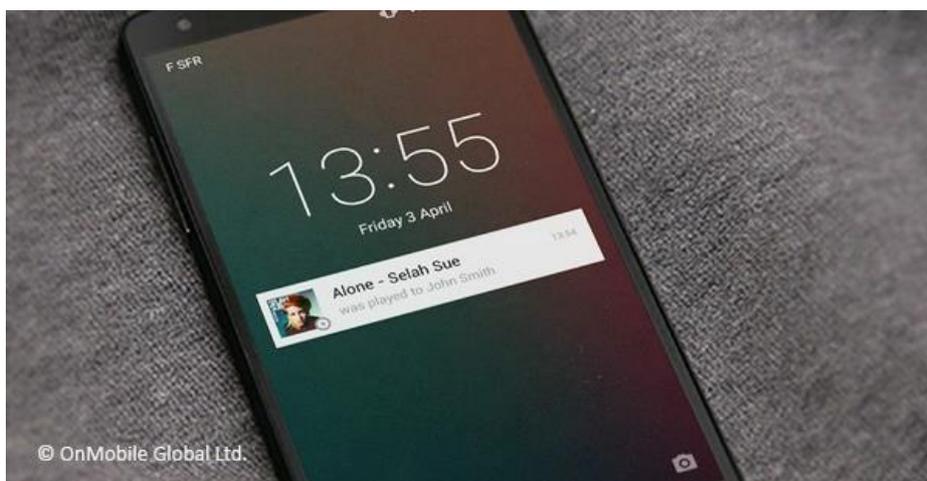
Thanks to the introduction of unlimited RBT, end-users are able to choose as many songs as they want to be played randomly to their callers. For an extra layer of personalization, end-users are also able to create multiple playlists specifically chosen for a set of people. For instance, Anna, a student from Barcelona, is a fan of electronic music and all her best friends are also into it. She is able to entertain them with an always up-to-date selection. For her mom and dad, she prefers to play current pop music hits. This level of personalization helps people feel the service is their own.



Real-time experience

This new app is built upon the new OnMobile SPARK platform, which introduces some groundbreaking technical innovations such as near real-time capabilities.

In practice, this makes it possible to display the song that is being played when the phone is ringing. Soon, this will also allow the callee to change the Ringback Tone and put an audio status such as “I am in a meeting” or “I am driving” with a simple click. More than a music service, it becomes a rich communication tool.



See what's playing with real-time notifications

Enhanced call logs

The traditional Ringback Tone service is “in the moment,” which means that the caller listens to the music being played but it is hard to retrieve what was played if the user didn’t take action immediately. Taking advantage of some exclusive Android capabilities, the new app is able to show the list of songs played in an enhanced call log.



About OnMobile Ringback Tone (RBT) service

- OnMobile has over 60 million paying RBT subscribers worldwide, listening to approximately 500 million plays per day.
- OnMobile’s technology is implemented on mobile networks that have a combined user base of 1.1 billion worldwide, with over 500 million in India alone.
- This translates into an addressable market of 6 billion calls per day, a reach unmatched by any of the dominant music companies.