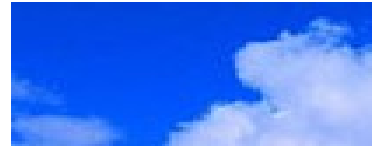




Zindell Technologies



Mobile eBook





Introduction

- Our Mobile eBook is a pure **standard J2ME application**, that includes the text and the images of a textbook and allows reading it on a mobile devices.
- Getting our Mobile eBook on a mobile device means getting one application only. **One download** that already **includes all texts and images**. The user doesn't need to install any other software. Getting our Mobile eBook to his/her device is done through **simple OTA delivery** like any other Java game/application he buys for his mobile device.



Market Overview 1/3

- In most countries, reading eBooks on “low end” mobile devices is not popular. The customer experience reading books on a simple “low end” mobile device is very poor.
- An exception takes place in **former USSR countries**. Off deck portals in these countries offer a huge range of eBooks.
- The following are samples for popular sites in former USSR countries that offer eBooks for “low end” mobile devices:
 - <http://book.wum.ru/if215/>
 - <http://www.fun-telefon.ru/books.php>
 - <http://onlinetoplist.com/SMS/sms8.htm>



Market Overview 2/3

- Reading eBooks on “high end” mobile devices is highly popular world wide. Especially in **North America** and in **Germany**.
- The customer experience reading ebooks on “high end” mobile devices is pretty good. Off deck portals in these countries offer a huge range of eBooks for “high end” mobile devices.
- The following are samples for popular sites in these countries that offer eBooks for “high end” mobile devices:
 - <http://ebooks.palm.com/>
 - <http://www.mobile2day.de/>
 - <http://www.handango.com/>



Market Overview 3/3

- Today, the differences between “low end” & “high end” mobile devices capabilities become smaller:
 - Similar screen and similar CPU can be found both in “low end” and in “high end” mobile devices.
 - Technically, today most mobile devices are capable of delivering a similar customer experience.

High End Devices



Low End Devices





Technical Overview 1/2

- Most of today ebooks technical solutions are dedicated for a specific “high end” mobile device Operation System (Black Berry, Symbian, Palm, Windows etc...).
- Common for most devices (both “high end” & “low end”) is their support for running J2ME (CLDC/MIDP) applications!



Java 2 Micro Edition (CLDC/MIDP)

 **BlackBerry**



symbian



Technical Overview 2/2

- Our Mobile eBook solution is an high quality standard J2ME (CLDC/MIDP) application that comes to fulfill the market demand for high quality ebook solution for “low end” mobile devices.
- Our **Mobile eBook** solution uses standard J2ME (CLDC/MIDP) classes only, which makes it **compatible with most of the “low end” & “high end” mobile devices.**
- The following slides will present our Mobile eBook special advantages & capabilities.



Simple One Download!

- Unlike other ebook solutions for mobile devices, that require downloading a separated reader for reading the book, our Mobile eBook solution means **one download** only!
 - The **customer** doesn't need to download any other application to allow him reading the book. He **doesn't need to get into technical difficulties** handling more than one download.
 - Most customers are already familiar with buying a content item (e.g. ringtone, wallpaper, movie clip, Java game etc...) and getting it directly to their device (usually by sensing a simple SMS and get the item through OTA). Buying our Mobile eBook means the same process as buying any other content title.



Graphics Fonts (1/2)

- Today most Java applications for mobile devices use the simple standard fonts each device's J2ME (CLDC/MIDP) environment provides.
- The Mobile eBook solution holds a **small graphics image** for every **character**. Each character is drawn on the screen as a small image.
- Thanks to this unique technique, our Mobile eBook has a huge range of capabilities and advantaged, that are not possible when developing a standard simple Java application using the standard fonts the J2ME (CLDC/MIDP) environment provides.



Graphics Fonts (2/2)

ACKNOWLEDGMENTS

My special thanks to my friend, business partner and mentor Steve Sloca, who assisted me with this project from its conception to fruition. His insight and eloquence were the fertilizer that helped the seeds of my ideas blossom during the dry spells of my creativity.

DEDICATION

To Dr. Sandra Leiblum, my brilliant, witty, articulate,

Each character is displayed on the screen by drawing its specific small image.

All required images are kept inside the device memory and are drawn on screen upon demand.

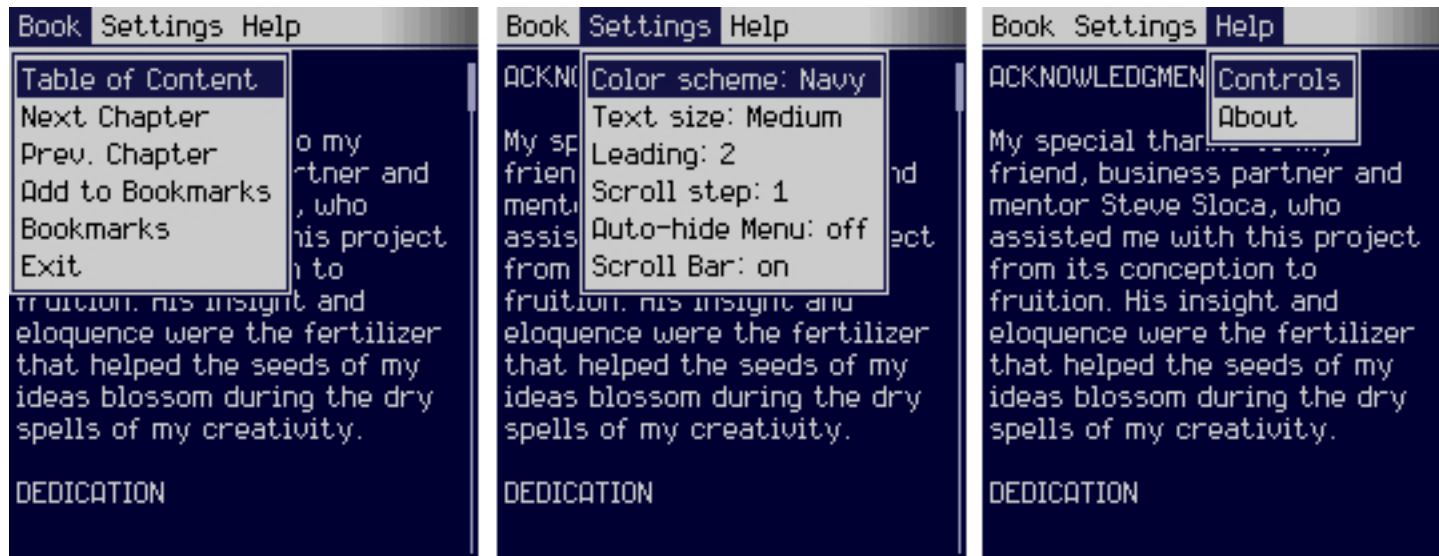
```
!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNO P
RSTUVWXYZ[\]^_`ab
cdefghijklmnopqrs
tuvwxyz
!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNO P
RSTUVWXYZ[\]^_`ab
cdefghijklmnopqrs
tuvwxyz
```





Top Menu Bar

- A top menu bar provides a well known user experience!





User Friendly Table of Content

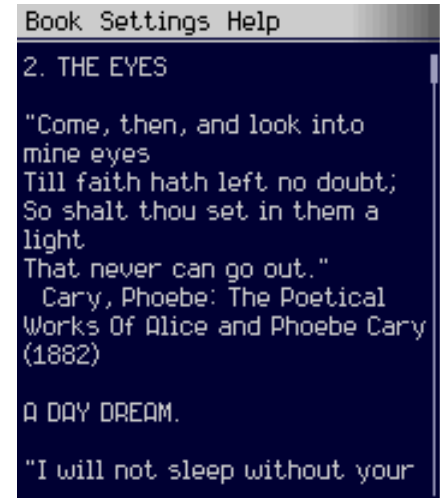
- A smart user friendly navigation through the chapters list!
- When selecting a chapter, that includes sub chapters, a sub menu is opened listing all sub chapters of that chapter!
- When moving out of the sub menu, the sub menu is automatically closed.

Book Settings Help
INTRODUCTION
1. THE HEAD
2. THE EYES
3. THE NOSE
4. THE EARS
5. THE MOUTH
6. THE HAIR
7. THE NECK AND SHOULDERS
8. THE HANDS
9. THE ARMS AND ARMPITS
10. THE BREASTS



Bookmarks

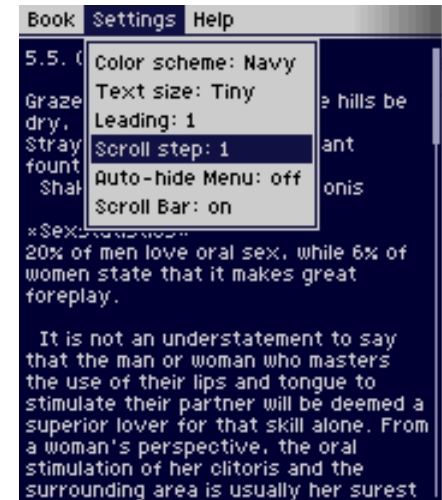
- At any time during the reading you can choose the “Book” menu option, and from the drop down menu choose the “Add to Bookmarks” option.
- At any time during the reading you can choose the “Book” menu option, and from the drop down menu choose the “Bookmarks” option in order to get all bookmarks and select the one you want.





Scrolling Step

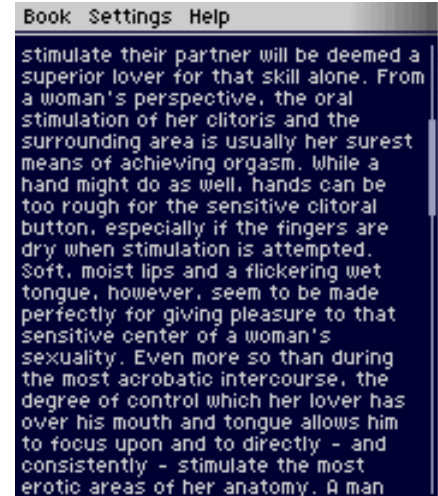
- At any time during the reading you can choose the “Setting” menu option, and from the drop down menu choose the “Scroll step” option in order to change the number of rows you move each time you press up / down keys.





Auto-Hide Menu

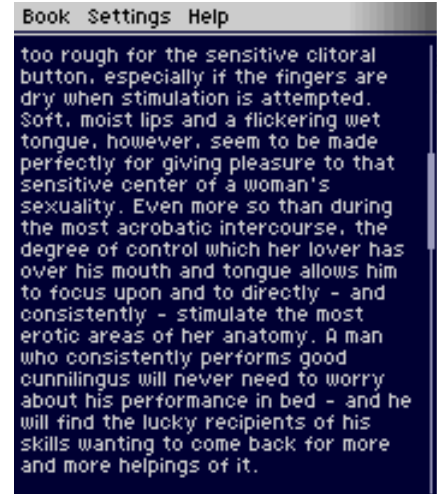
- At any time during the reading you can choose the “Setting” menu option, and from the drop down menu choose the “Auto-hide Menu” option in order to set whether the top menu will be displayed or not.





Scroll Bar On / Off

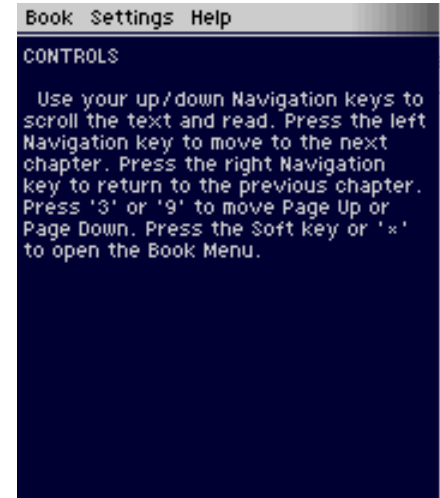
- At any time during the reading you can choose the “Setting” menu option, and from the drop down menu choose the “Scroll Bar” option in order to set whether the scroll bar on the right will be displayed or not.





Easy Navigation

- Pressing up/down will move the viewable text up/down accordingly.
- Pressing left/right will move you to the next/previous chapter.





Zindell Technologies

Thanks for taking your time going through this presentation. Please don't hesitate and let us know if you need any further information.

Sincerely yours,
Haim.

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