












Mobile Content and Communications Analysis

Fall 2011

ONPOINT

				
Device Classification	Android Devices & Tablets	Apple iPod touch & iPad, iPad2	Apple iPhone 3G, 3GS, 4G & 4S	Windows Smartphones
Underlying Operating System	Android v2.0 to v3.0	Apple iOS v3.x to v5.x	Apple iOS v3.x - v5.x	WinMo5 to 6.5/Windows Phone v7 & v7.5
Primary Manufacturer(s)	Motorola, HTC, Samsung, Amazon, Cisco	Apple, Inc.	Apple, Inc.	Motorola, Samsung, Nokia (Fall 2011)
Pricing/Direct Costs	\$9 to \$799+ (Retail)	\$229 to \$849 (Retail)	\$99 to \$299 (+ Plan)	\$129 and up (+ Plan)
MESSAGING SUPPORT				
Send/Receive SMS Messages (1-Way)	Yes	Yes* (via CellCast App)	Yes	Yes
Send/Receive Interactive Messages (2-Way)	Yes	Yes* (via CellCast App)	Yes	Yes
Send/Receive Email Messages	Yes	Yes	Yes	Yes
Support for Instant Messaging	Yes	Yes* (via Add-In)	Yes	Yes
Microblogging (text-based blog updates/entries)	Yes	Yes	Yes	Yes
VOICE SUPPORT				
Make/Receive Telephone Calls	Yes	Not Supported	Yes	Yes
Retrieve Audio-based Requested CellCasts	Yes	Yes* (via CellCast App)	Yes	Yes
Receive Audio-based Scheduled CellCasts	Yes	Not Supported	Yes	Yes
MEDIA/CONTENT SUPPORTED				
View Images	Yes	Yes	Yes	Yes
View PDF Files	Yes	Yes	Yes	Yes
View eBooks/ePub Files	Yes	Yes	Yes	Yes
View Microsoft Office Documents	Yes	Yes	Yes	Yes
Listen to Audio Content	Yes	Yes	Yes	Yes
Review Video Clips	Yes	Yes	Yes	Yes
MOBILE WEB FEATURES SUPPORTED				
Simple Web Surfing (HTML/Mobile Web)	Yes	Yes	Yes	Yes
Advanced Web Surfing (XHTML/Web 2.0)	Yes	Yes	Yes	Yes
Streaming Audio Clips	Yes	Yes	Yes	Yes
Streaming Video Clips	Yes	Yes	Yes	Yes
MOBILE FORMATS/UTILITIES SUPPORTED				
Mobile Flash/Flash Lite/Microsoft Silverlight	Yes	Not Supported	Not Supported	Supported on v6.5 and WP7 devices
Mobile Java (J2ME)	Yes	Not Supported	Not Supported	Yes
ONPOINT CELLCAST APP SUPPORT				
Push Notifications/Announcements via RSS	Yes	Yes	Yes	Yes
Push/Track Audio CellCast Assignments via RSS	Yes	Yes	Yes	Yes
Push/Track HTML/Mobile Web Modules	Yes	Yes	Yes	Yes
Support for Content Search/Ratings	Yes	Yes	Yes	Yes
Push/Track Animated/Narrated PowerPoints	Yes	Yes	Yes	Yes
Support for Mobile Social Networking Features	Yes	Yes	Yes	Yes
Support for Custom User Interfaces/User Experiences	Yes	Yes	Yes	Yes
Support for User-Generated Content Creation Features	Yes	Yes	Yes	Yes
Support for CellCast Gamification Features (points, badges, leaderboards)	Yes (Fall 2011)	Yes (Fall 2011)	Yes (Fall 2011)	Yes (Fall 2011 for Windows Phone Devices)
ONPOINT CELLCAST SOLUTION PLATFORM SUPPORT				
User Access to CellCast Portal Interface (Web 2.0)	Yes	Yes	Yes	Yes
Integration Support to 3rd Party Platforms	Yes	Yes	Yes	Yes
Ecommerce Platform Support	Yes	Yes	Yes	Yes
SPECIAL NOTES & CONSIDERATIONS				
<p><i>For all devices in this analysis, web access to the CellCast Portal site allows users to review their assignments and make selections from master library. Platform integrates with other popular 3rd party platforms and systems like Microsoft Active Directory, LDAP and full support for an API Toolkit for cross platform integration is available. The optional Ecommerce module allows customers to sell content to mobile users and/or facilitate self-registrations.</i></p> <p>Items in purple are capabilities provided by the OnPoint CellCast Solution.</p>	<p>CellCast Apps are available for all devices including smartphones and tablets running Android 2.0 or higher, including Android 3.x / Honeycomb devices. Specialized Android-based CellCast Apps will be available via partner-specific App Stores for several popular proprietary tablets and eBook readers including Cisco Clus, Amazon Kindle Fire, Barnes & Noble Nook</p>	<p>Next generation media players & tablets feature Wi-Fi, advanced web browser & support for rich/ streaming media. Requires free CellCast App for iPad & iPod touch available for download from Apple's iTunes App Store.</p>	<p>Highly versatile/powerful smartphone & media player. Requires free CellCast App for all iPhone devices is available for download from Apple's iTunes App Store.</p>	<p>CellCast Mobile Apps for Windows Mobile 5, 6.0 Standard, 6.1 Pro and 6.5 Pro smartphones are now available and fully support the array of CellCast features for other smartphones. Enhanced support is available via CellCast Apps for Windows Phone v7.0 and v7.5 devices which are available from Microsoft's Windows Marketplace.</p>

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Device Classification	Basic Cell Phones	BlackBerry (Basic)	BlackBerry (Media)	BlackBerry PlayBook	Palm Pre & Pixi
Underlying Operating System	Miscellaneous	BB-OS version 2.x-4.1	BB-OS version 4.x-7.x	PlayBook QNX/BBX OS	Palm WebOS
Primary Manufacturer(s)	Miscellaneous	Research In Motion	Research In Motion	Research in Motion	Palm, Inc.
Pricing/Direct Costs	\$Free to \$150 (+ Plan)	\$49 to \$99 (+ Plan)	\$79 to \$299+ (+ Plan)	\$299 to \$499+	\$149 - \$199 (+ Plan)
MESSAGING SUPPORT					
Send/Receive SMS Messages (1-Way)	Yes	Yes	Yes	Not Supported	Yes
Send/Receive Interactive Messages (2-Way)	Yes	Yes	Yes	Yes via BBM	Yes
Send/Receive Email Messages	Possible	Yes	Yes	Yes	Yes
Support for Instant Messaging	Possible	Possible on some	Yes	Yes via BBM	Yes
Microblogging (text-based blog updates/entries)	Yes	Yes	Yes	Yes	Yes
VOICE SUPPORT					
Make/Receive Telephone Calls	Yes	Yes	Yes	Not Supported	Yes
Retrieve Audio-based Requested CellCasts	Yes	Yes	Yes	Yes	Yes
Receive Audio-based Scheduled CellCasts	Yes	Yes	Yes	Yes	Yes
MEDIA/CONTENT SUPPORTED					
View Images	Possible	Possible on some	Yes	Yes	Yes
View PDF Files	Not Supported	Possible on some	Yes	Yes	Yes
View eBooks/ePub Files	Not Supported	Not Supported	Yes	Yes	Yes
View Microsoft Office Documents	Not Supported	Possible on some	Yes	Yes	Yes
Listen to Audio Content	Not Supported	Possible on some	Yes	Yes	Yes
Review Video Clips	Not Supported	Not Supported	Yes	Yes	Yes
MOBILE WEB FEATURES SUPPORTED					
Simple Web Surfing (HTML/Mobile Web)	Not Supported	Possible on some	Yes	Yes	Yes
Advanced Web Surfing (XHTML/Web 2.0)	Not Supported	Not Supported	Yes	Yes	Yes
Streaming Audio Clips	Not Supported	Not Supported	Yes	Yes	Yes
Streaming Video Clips	Not Supported	Not Supported	Yes	Yes	Yes
MOBILE FORMATS/UTILITIES SUPPORTED					
Mobile Flash/Flash Lite/Microsoft Silverlight	Possible	Not Supported	Not Supported	Yes	Yes
Mobile Java (J2ME)	Possible	Yes	Yes	Yes	Yes
ONPOINT CELLCAST MOBILE APP SUPPORT					
Push Notifications/Announcements via RSS	Yes	Yes	Yes	Yes	Yes
Push/Track Audio CellCast Assignments via RSS	Yes	Yes	Yes	Yes	Yes
Push/Track HTML/Mobile Web Modules	Not Supported	Yes	Yes	Yes	Yes
Support for Content Search/Ratings	Not Supported	Yes	Yes	Yes	Coming Q3 2011
Push/Track Animated/Narrated PowerPoints	Not Supported	Yes	Yes	Yes	Coming Q3 2011
Support for Mobile Social Networking Features	Not Supported	Not Supported	Yes	Yes	Coming Q3 2011
Support for Custom User Interfaces/User Experiences	Not Supported	Not Supported	Yes (Device Dependent)	Yes	
Support for User-Generated Content Creation Features	Not Supported	Limited Support	Yes (Device Dependent)	Yes	Coming Q3 2011
Support for CellCast Gamification Features (points, badges, leaderboards)	Not Supported	Not Supported	Yes (Device Dependent)	Yes	
ONPOINT CELLCAST SOLUTION PLATFORM SUPPORT					
User Access to CellCast Portal Interface (Web 2.0)	Yes	Yes	Yes	Yes	Yes
Integration Support	Yes	Yes	Yes	Yes	Yes
Ecommerce Platform Support	Yes	Yes	Yes	Yes	Yes
SPECIAL NOTES & CONSIDERATIONS					
For all devices in this analysis, web access to the CellCast Portal site allows users to review their assignments and make selections from master library. Platform integrates with other popular 3rd party platforms and systems like Microsoft Active Directory, LDAP and full support for an API Toolkit for cross platform integration is available. The optional Ecommerce module allows customers to sell content to mobile users and/or facilitate self-registrations. Items in purple are capabilities provided by the OnPoint CellCast Solution.	There are a plethora of different wireless phones and plans available in all countries. Most of the basic CellCast features work with any of these phones.	All BlackBerry® smartphones with color screens and trackwheels have some support for core CellCast features accessible using a CellCast Mobile App including audio-based content & testing, SMS campaigns + animated PowerPoint content.	All media-based BlackBerry® smartphones with color screens and trackballs or trackpads fully support the CellCast App including the Storm/Storm2. Includes optional support for content push using RIM's BlackBerry Enterprise Server ("BES").	CellCast Apps for PlayBook are available via RIM's BlackBerry App World web site.	There is currently no CellCast App support for WebOS devices but users can access course-based content and features using CellCast's publish to mobile web capabilities using WebOS. Native CellCast app support via Air/Flex is expected Q3 2011.