

					
<b>Device Classification</b>	Basic Cell Phones	Standard MP3 Players	Apple iPod touch	Apple iPhone 3G & 3GS	Palm Pre & Pixi
<b>Underlying Operating System</b>	Miscellaneous	Miscellaneous	Apple OSX 2.x to 3.x	Apple OSX 2.x - 3.x	Palm WebOS
Primary Manufacturer(s)	Miscellaneous	Apple, Microsoft, Others	Apple, Inc.	Apple, Inc.	Palm, Inc.
Pricing/Direct Costs	\$Free to \$150 (+ Plan)	\$49 to \$399 (Retail)	\$229 to \$399 (Retail)	\$99 to \$299 (+ Plan)	\$149 - \$199 (+ Plan)
<b>MESSAGING SUPPORT</b>					
Send/Receive SMS Messages (1-Way)	Yes	Not Supported	Yes* (via CellCast Widget)	Yes	Yes
Send/Receive Interactive Messages (2-Way)	Yes	Not Supported	Not Supported	Yes	Yes
Send/Receive Email Messages	Possible	Not Supported	Yes	Yes	Yes
Support for Instant Messaging	Possible	Not Supported	Yes* (via Add-In)	Yes	Yes
Microblogging (text-based blog updates/entries)	Yes	Not Supported	Yes	Yes	Yes
<b>VOICE SUPPORT</b>					
Make/Receive Telephone Calls	Yes	Not Supported	Not Supported	Yes	Yes
Retrieve Audio-based Requested CellCasts	Yes	Not Supported	Yes* (via CellCast Widget)	Yes	Yes
Receive Audio-based Scheduled CellCasts	Yes	Not Supported	Not Supported	Yes	Yes
Voice Blogging (audio-based blog updates/entries)	Yes	Not Supported	Yes	Yes	Yes
<b>MEDIA/CONTENT SUPPORTED</b>					
View Images	Possible	Yes	Yes	Yes	Yes
View PDF Files	Not Supported	Not Supported	Yes	Yes	Yes
View Microsoft Office Documents	Not Supported	Not Supported	Yes	Yes	Yes
Listen to Audio Content	Not Supported	Yes	Yes	Yes	Yes
Review Video Clips	Not Supported	Yes	Yes	Yes	Yes
<b>MOBILE WEB FEATURES SUPPORTED</b>					
Simple Web Surfing (HTML/Mobile Web)	Not Supported	Not Supported	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
<b>MOBILE FORMATS/UTILITIES SUPPORTED</b>					
Mobile Flash/Flash Lite/Microsoft Silverlight	Possible	Not Supported	Not Supported	Not Supported	Coming 2009
Mobile Java (J2ME)	Possible	Not Supported	Not Supported	Not Supported	Yes
<b>ONPOINT CELLCAST MOBILE WIDGET SUPPORT</b>					
Push Notifications/Announcements via RSS	Yes	Not Supported	Yes	Yes	Yes
Push/Track Audio CellCast Assignments via RSS	Yes	Yes	Yes	Yes	Yes
Push/Track HTML/Mobile Web Modules	Not Supported	Not Supported	Yes	Yes	Support at Course Level
Support for Content Search/Ratings	Not Supported	Not Supported	Yes	Yes	Support at Course Level
Push/Track Animated/Narrated PowerPoints	Not Supported	Not Supported	Yes	Yes	Not Supported
<b>ONPOINT CELLCAST SOLUTION PLATFORM SUPPORT</b>					
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
<b>SPECIAL NOTES &amp; CONSIDERATIONS</b>					
<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. <b>Items in purple are capabilities provided by the OnPoint CellCast Solution.</b></i>	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.	iPods and Zunes are the most popular types of MP3-style portal media players. CellCast assignments are synched automatically to a user's device using RSS push.	Next generation media player features Wi-Fi, an advanced web browser & support for streaming media. Requires free CellCast Mobile Widget for iPhone & iPod touch available for download from Apple's iTunes App Store.	Highly versatile/powerful smartphone & media player. Requires free CellCast Mobile Widget for iPhone & iPod touch available for download from Apple's iTunes App Store.	There is currently no CellCast Widget support for Palm devices but users can access course-based content and features using CellCast's publish to mobile web capabilities using WebOS. A native Pre/Pixi Widget is expected in 2010.

# Mobile Content and Communications Analysis



Device Classification	BlackBerry (Basic)	BlackBerry (Media)	Nokia/Symbian	Windows Smartphones	Google Smartphones
<b>Underlying Operating System</b>	<b>BB-OS version 2.x-4.1</b>	<b>BB-OS version 4.x - 5.0</b>	<b>Symbian/S60 Release 3-5</b>	<b>WM5, WM6, WM6.1 Pro</b>	<b>Android OS 1.0-1.5</b>
Primary Manufacturer(s)	Research In Motion	Research In Motion	Nokia	Motorola, Samsung, Treo	Miscellaneous
Pricing/Direct Costs	\$79 to \$199 (+ Plan)	\$79 to \$499 (+ Plan)	\$200 to \$800+	\$200-\$600 (+ Plan)	\$149 and up
<b>MESSAGING SUPPORT</b>					
Send/Receive SMS Messages (1-Way)	Yes	Yes	Yes	Yes	Yes
Send/Receive Interactive Messages (2-Way)	Yes	Yes	Yes	Yes	Yes
Send/Receive Email Messages	Yes	Yes	Yes	Yes	Yes
Support for Instant Messaging	Possible on some	Yes	Yes	Yes	Yes
Microblogging (text-based blog updates/entries)	Yes	Yes	Yes	Yes	Yes
<b>VOICE SUPPORT</b>					
Make/Receive Telephone Calls	Yes	Yes	Yes	Yes	Yes
Retrieve Audio-based Requested CellCasts	Yes	Yes	Yes	Yes	Yes
Receive Audio-based Scheduled CellCasts	Yes	Yes	Yes	Yes	Yes
Voice Blogging (audio-based blog updates/entries)	Yes	Yes	Yes	Yes	Yes
<b>MEDIA/CONTENT SUPPORTED</b>					
View Images	Possible on some	Yes	Yes	Yes	Yes
View PDF Files	Possible on some	Yes	Yes	Yes	Yes
View Microsoft Office Documents	Possible on some	Yes	Yes	Yes	Yes
Listen to Audio Content	Possible on some	Yes	Yes	Yes	Yes
Review Video Clips	Not Supported	Yes	Yes	Yes	Yes
<b>MOBILE WEB FEATURES SUPPORTED</b>					
Simple Web Surfing (HTML/Mobile Web)	Possible on some	Yes	Yes	Yes	Yes
Advanced Web Surfing (XHTML/Web 2.0)	Not Supported	Yes	Yes	Yes	Yes
Streaming Audio Clips	Not Supported	Yes	Yes	Yes	Yes
Streaming Video Clips	Not Supported	Yes	Yes	Yes	Yes
<b>MOBILE FORMATS/UTILITIES SUPPORTED</b>					
Mobile Flash/Flash Lite/Microsoft Silverlight	Not Supported	Not Supported	Yes	Yes	Select Models (G2)
Mobile Java (J2ME)	Yes	Yes	Yes	Yes	Yes
<b>ONPOINT CELLCAST MOBILE WIDGET SUPPORT</b>					
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	Yes	Yes	Yes	Yes	Yes
Support for Content Search/Ratings	Yes	Yes	Yes	Yes	Yes
Push/Track Animated/Narrated PowerPoints	Yes	Yes	Yes	Yes	Yes
<b>ONPOINT CELLCAST SOLUTION PLATFORM SUPPORT</b>					
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
<b>SPECIAL NOTES &amp; CONSIDERATIONS</b>					
<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. <b>Items in purple are capabilities provided by the OnPoint CellCast Solution.</b></i>	All BlackBerry® smartphones with color screens and trackwheels have some support for core CellCast features accessible using a CellCast Mobile Widget 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 Widget. Includes optional support for content push using RIM's BlackBerry Enterprise Server ("BES"). Support for BB Storm coming Nov 2009.	All media-based Nokia Symbian-based® smartphones are fully supported using one of two available CellCast Widgets for Symbian devices. Widgets are available in Nokia's Ovi Store (as of October '09).	CellCast Mobile Widgets for Windows Mobile 5, 6.0 Standard, 6.1 Professional and upcoming 6.5 Pro smartphones are now available and fully support the array of CellCast features for other smartphones. CellCast Widgets are available via the Microsoft's WinMo Marketplace (as of Oct '09)	All current G1 + upcoming G2 Google Android® smartphones are supported including models from HTC, Samsung, Motorola, Dell and other OEMs across all networks. The CellCast Widget is available via the Android Market online store.