



Use Case Scenarios for CellCast® Pilots

The following Use Case Scenarios demonstrate the broadest range of available functionality for mobile content and communications delivery--from simple text messaging to rich media delivery. They are presented here to assist you in planning a mobile learning pilot for your organization.

Basic Pilot Components

► Week 1 – Platform Establishment/Deployment + Initial Message-Based CellCast Content

To launch a CellCast Pilot, OnPoint will work with your Pilot Team to prepare, brand and deploy a CellCast Platform and prepare/deploy some preliminary message-based content (email and SMS) that can be imported into the CellCast Platform via spreadsheet for Pilot Users.

- **Message-based Content Delivery (1-way SMS/email notifications).** In the first Use Case, the Pilot Team will gain the ability to generate and deliver both generic and personalized messages and announcements to Pilot Users. These messages can be reminders, calls-to-action, or any other form of 1-way notifications and can be delivered as email messages, SMS messages or both.
- **Message-based Test Delivery (2-way SMS campaign).** The Pilot Team will gain the ability to prepare and deploy a short, interactive 2-way survey or assessment to all Pilot Users using an SMS-based CellCast Nugget. Interactions and responses will be sent/received to Pilot Users via a series of 2-way SMS messages. All collected results will be analyzed using standard CellCast Reporting Tools.

► Week 2 – Adding in Audio-Based CellCasts

The Pilot Team will prepare and deploy a series of audio-based content (e.g., podcast-style audio clips) and track all Pilot Users' access to this content. Audio content will be delivered to Pilot Users in both pulled/requested and pushed/scheduled methods. A representative number of audio-based CellCasts should include an interactive test or survey to be completed by each Pilot User via either IVR or recorded voice-style assessment questions. For a nominal fee, you can elect to utilize OnPoint's voice-to-text transcription functionality to convert spoken word responses into searchable text-based answer/entries.

- **Requested Audio-based Content Delivery (Call-in by Mobile User).** A series (one to four) of different audio-based CellCasts will be prepared and deployed for Pilot Users to access at their convenience. Invitations and availability announcements will be sent via SMS and/or email as appropriate for requested/call-in audio CellCasts.
- **Scheduled Audio-based Content Delivery (Call-out to Mobile User).** The Pilot Team will select, prepare and deploy a pushed or scheduled audio-based CellCast to all Pilot Users at a predetermined time period. The pushed content can include a short training program or learning reinforcement exercise and can also include an associated test or survey measuring satisfaction with this delivery method or retention/comprehension of the information received.



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Advanced Pilot Components (Media-Capable Smartphones)

► Week 3 – Adding in Content-Based CellCasts

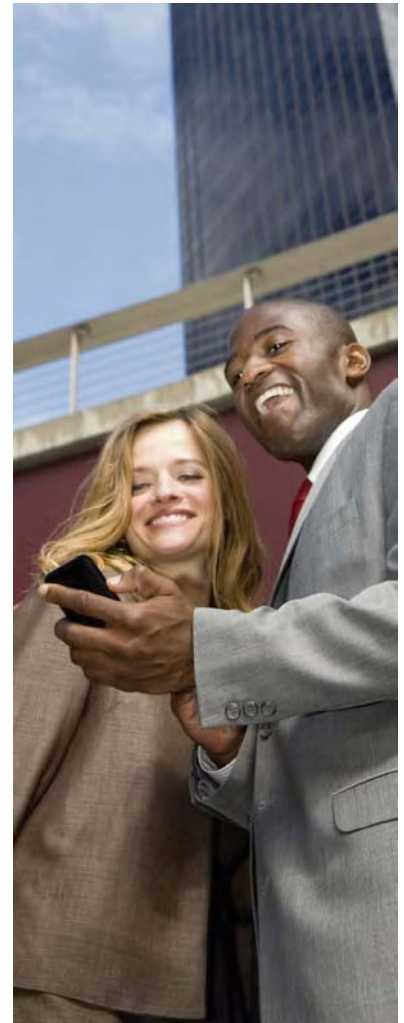
The Pilot Team will deploy and assist with the installation of a company-branded CellCast Mobile Widget on each Pilot User's CellCast-enabled smartphone/mobile device (media-capable Blackberry Wireless Handheld™, Apple® iPhone, or Windows Mobile® – see the CellCast Device Comparison Chart). Once the CellCast Mobile Widget is installed and configured (a 3 to 5 minute over-the-air automated installation process for each person), Pilot Users will be able to access and download their assignments and associated mobile content for the remainder of the pilot and synchronize their results with the CellCast Platform.

- **Informational Content Delivery (Downloaded PDF File & CellCast Mobile Widget).** The Pilot Team will prepare and distribute PDF-based content that can be accessed and launched from the local mobile device using the installed CellCast Mobile Widget. The Widget will track and report access/review by Pilot Users back to the CellCast Platform for review/analysis by the Pilot Team.
- **Informational Content Delivery (Downloaded Text/HTML File & CellCast Mobile Widget).** The Pilot Team will prepare and distribute short text or HTML-based content that can be accessed and launched from the local mobile device using the installed CellCast Mobile Widget. The Widget will track and report access/review by Pilot Users back to the CellCast Platform for review/analysis by the Pilot Team.

► Week 4 – Adding in Rich Media-Based CellCasts

Finally, Pilot Users will be able to receive/review rich media-based content on their CellCast-enabled smartphones/mobile devices including available video files and converted PowerPoint presentations. In addition, the CellCast Portal application will be introduced to Pilot Users allowing them to select new/fresh content in any of the supported formats and synchronize the delivery and access of this information to their mobile devices as permitted by the Pilot Team.

- **Informational Content Delivery (Downloaded PowerPoint File & CellCast Mobile Widget).** The Pilot Team will prepare and distribute a series of short PowerPoint presentations that can be accessed and launched from the local mobile device using the installed CellCast Mobile Widget. The Widget will track and report access/review by Pilot Users back to the CellCast Platform for review/analysis by the Pilot Team.
- **Video Content (Downloaded Video File & CellCast Mobile Widget).** The Pilot Team will prepare and distribute a series of video clips (in MP4 or 3GP formats) that can be accessed and launched from the local mobile device using the installed CellCast Mobile Widget. The Widget will track and report access/review by Pilot Users back to the CellCast Platform for review/analysis by the Pilot Team.



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