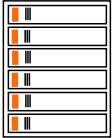




OnPoint's CellCast® Solution is a fully hosted system that allows organizations to upload audio, video and message-based content, add tests and surveys as needed, notify and deliver the CellCasts to users and track the results. CellCast Solution components include:

Platform



➤ OnPoint CellCast Solution

The CellCast Solution is a full featured Mobile Content Management System that includes a portal interface for both managers and users, detailed mobile profile tables, a content repository, assessment engine, messaging/notification services, reporting and billing tools, and a web services connector for cross-platform integration.

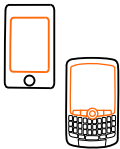
Licenses



➤ OnPoint CellCast Licenses

Named **User licenses** allow access and interaction with the CellCast server. **Author and Manager licenses** enable content creation as well as ongoing management and detailed reporting on user progress and scores.

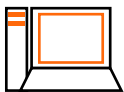
Smartphones & Ultra Portables Support



➤ Available Apps

- Apple iPhone® 3G-5G
- Apple iPod® Touch
- Apple iPad™
- Windows® Phone 7-7.5
- Windows® Mobile 5-6.5
- RIM BlackBerry® 8100-9900
- RIM BlackBerry® Playbook™ Tablets
- Google Android™ Smartphones 2.0-3.x
- Google Android™ Tablets 2.3-4.x
- Windows® & Android™ Netbooks
- Amazon Kindle Fire™
- Barnes & Noble NOOK Tablet™
- Cisco Cius™

Setup Services



➤ Platform Establishment

Setup includes initial content production/conversion services, training, Portal branding and project management.

Telephony (Optional)



➤ SMS/Text Messages

For one way notifications and two way interactive campaigns.

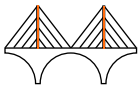


➤ Toll-Free Access Numbers

For audio CellCasts.

For a custom quote, [click here](#) to download our Excel-based interactive "Quick Quote" pricing model, which you can use to estimate your costs. If you're interested in a pilot, please be sure to select the pilot option and duration on the pricing model. For more information, please call 912.898.9202 or send an email to info@onpointdigital.com.

Integration Options



▶ CellCast to 3rd Party Application Bridge

Provides integration between OnPoint's CellCast system and 3rd party ERP, CRM, HRIS and LMS Platforms using CellCast API Toolkit and SOAP, Web Services or REST.



▶ SMS Gateway Integration

Keeps customers from paying SMS fees to OnPoint. Customer establishes messaging account directly through Clickatell or customer-selected aggregator.



▶ Single Sign-On Integration

Custom security integration with MS Active Directory or LDAP.

Optional Modules



▶ Gamification

Allows Administrators to define game profiles in the learning environment that reward users for completing content and assessments as well as participating in social networks, downloading documents, and the like. Features include points tracking, badges earned and leader boards.



▶ OnPoint Localization

Localizes user and manager interfaces and narrated audio clips in supported languages. Currently available for Arabic, Cantonese, French, German, Italian, Japanese, Korean, Malay, Mandarin, Portuguese, Russian and Spanish.



▶ OnPoint Ecommerce Module

Integrated shopping cart and auto-registration. Works with popular merchant gateways.



▶ OnPoint's LMS Solution Add-On

Adds the complete range of features included in OnPoint's LMS/LCMS software.

Additional Services/Options



▶ Customizable Portal

Customizable portal interface options for online content access allow company-specific branding and can include links to external sites or company-specific software. Users can move between the mobile and online interfaces while keeping all progress in sync.



▶ UI/UX Customization

Ability to create a custom interface for the mobile device application that essentially "re-skins" the app without requiring a new app to be created. Custom UI's can be defined and delivered by group association.



▶ Content Production/Conversion

OnPoint offers content production and conversion services for customers who may need existing content converted for mobile delivery, or new mobile content created to facilitate an implementation.