

## Product Concept

# RINGAD/746423

TRANSFER THE COST OF MOBILE COMMUNICATIONS FROM THE  
END USER TO THE ADVERTIZER

### The Problem

"I am served" commercials every day on my mobile devices; every month I pay a considerable amount of money to my Mobile Operator for voice and data services; I have an always connected mobile device with me at all times, but I have no knowledge of what is available around me; even though I look online for almost anything, I am about to purchase, I never manage to take advantage of the good discounts.

### Ring23 Solution

At the moment of call reception the end user shall receive a 3-5 seconds, specifically targeted video commercial. A set of commercial messages and served discount codes will make paying monthly phone bills a thing of the past. Ring23 is meant to revolutionize the static nature of how commercials and discounts work. The solution is aimed at the creation of a new kind of advertising network based on a democratization of product availability. So far consumers have been limited to, even though overwhelmed with, by paid messages initiated only by vendors and resellers. The advancements in technology and the wide advancements in social media usage proved possible the popularization of products and services purely through recommendations and advices provided by friends and real consumers.

Ring23 shall:

- Provide for quick and easy to use interface for the creation of an advertisement by anyone
- Allow for the elimination of phone bill payments
- Empower consumers to receive relevant information within their physical proximity
- Create the most powerful in value and reliability advertising network

### The Industry

We believe the Mobile Communications industry has matured sufficiently and it is now the right time to evolve into an ecosystem where mobile communications are free for the people.

### The Interception of Mobile (anywhere), Social (elsewhere), Local (everywhere)

In order to create a strong network we believe necessary are the following parts of a modular functions structure, completely centered at the consumer experience:

Solution modules:

- Visual, video, message available at phone call ring
- Message filtering center

<ul style="list-style-type: none"> <li>Location</li> </ul>	<ul style="list-style-type: none"> <li>History</li> </ul>
<ul style="list-style-type: none"> <li>Location frequency</li> </ul>	<ul style="list-style-type: none"> <li>Memberships/Associations</li> </ul>
<ul style="list-style-type: none"> <li>Searches</li> </ul>	<ul style="list-style-type: none"> <li>Recommendations</li> </ul>
<ul style="list-style-type: none"> <li>Keywords</li> </ul>	<ul style="list-style-type: none"> <li>Propensities of interest proprietary formulas</li> </ul>
<ul style="list-style-type: none"> <li>Friends' purchases</li> </ul>	<ul style="list-style-type: none"> <li>Interests</li> </ul>

- Mobile discount module
  - Social Ring23 points module (personal account info)
  - Cost comparison module
- Mobile Operator module will allow for a detailed two way information exchange making the elimination of monthly phone bill payments possible

