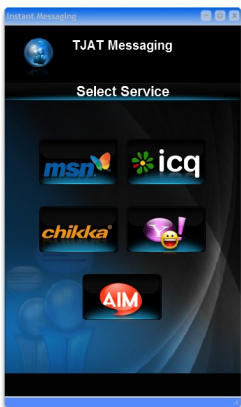




Tjat is the world leader in delivering Messaging solutions – selected by Qualcomm Plaza and Opera Widgets as the default Messaging Solution for their strategic Mobile Widget deployment.

Founded in 2006, Tjat has been offering Instant Messaging, Email, Social Networks and IP-SMS. Tjat’s vision from day one was to deliver Essential Web Messaging to all Mobile subscribers, regardless of the device, network or localization/language. While fulfilling the vision Tjat is also keeping an eye on the future, leading the innovation of converged communication environments.



Tjat Unique Differentiators

- Solving the Device Fragmentation issues doing away with porting efforts
- Taking advantage of **Cloud Computing Methodology** - Tjat’s powerful Server based Messaging deployment adhering to W3C Standards
- Tjat Messaging Widgets: Widgets and thin clients for Qualcomm Plaza, Opera, Symbian WRT, JIL, Flash Lite, Brew and BMP
- Numerous Patents (pending) - supporting client server architecture
- Proven ROI and revenue stream

To date, Tjat has deployed its Messaging Solutions based on **cloud computing** principles in numerous Mobile Operators around the world. Tjat offers the most **cost effective** and flexible solution for both personal messaging and SME collaboration – **Mobile, TV, IP-Phone.**



Advantages

- **Immediate**, easy and **cost effective** deployment – A SaaS offering
- **Cost Reduction** – Minimal Capex & Opex
- **Complete** offering for all Subscribers, Networks & requirements (Languages, Advertising...)
- **Scalable** – servicing all mobile handset and all browser enabled devices (PC, STB)
- **Flexibility** to offer value added services for Personal and SMB solutions



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The Leading Mobile Messaging Widget – delivering a full 360 degree web messaging solution for any network.

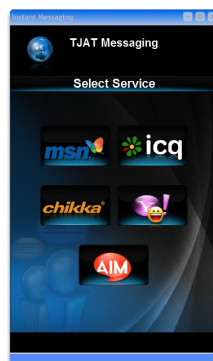
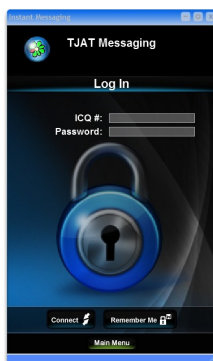
Tjat is pioneering the next generation of *Mobile Widgets*, creating the first interactive, rich Mobile Messaging Widget. Tjat is revolutionizing the utilization of Mobile Widget Technology to offer access to Tjat's *leading Messaging Aggregation* platform, creating a rich mobile offering for all essential web messaging like Instant Messaging, Email and WEB 2.0 Social Networks with the best user interface— in multiple languages, flexibility & extensibility suiting all subscribers.

Tjat's Mobile Widget excellence is demonstrated by both Qualcomm and Opera implementing Tjat's Mobile Messaging Widget on their platforms.

By combining the advantages of mobile widget technology with Tjat's established and robust Server side capabilities, utilizing Tjat's proprietary technology, Tjat has created the most cost effective solution for offering web messaging to the mobile world, helping to make the *Mobile Internet* an everyday reality.

Tjat's Mobile Messaging Widget offers unprecedented value to Operators and Subscribers:

- **Best User Experience** with Animation, Emoticons, Sound & Vibration Notifications
- Cloud Computing as it's best—Ultimate flexibility & extensibility that are only typical of Server based applications
- A proven revenue stream, at a major reduction of cost, *a Hassle Free* opportunity



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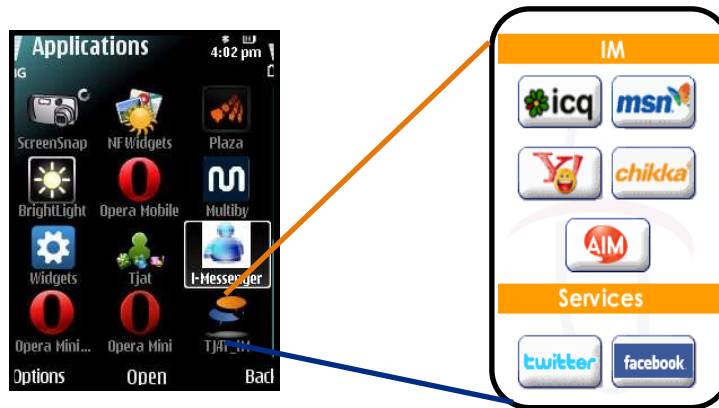
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A Java/Brew Client Launcher—Thin Client Browser Based Applet

Start Tjat Services with the convenience of launching from the device application menu.

- Operator Branding
- Support for all Java, Brew enabled devices
- Proven popular!
- All of the advantages of a Browser Based service



Browser Based Application—All Networks, All Devices, and in All Languages

Immediate Connectivity—servicing legacy, entry level devices and high end devices, giving value and Essential Messaging Services to all subscribers.

- Immediate Monetization—extreme low Capex and Opex
- Ultimate flexibility, extendibility and scalability
- No Device Fragmentation Issues, Immediate Connectivity
- Data Traffic Optimized—designed for Narrow Bandwidth networks
- The faster the network, the higher end the device—Tjat’s service gets better and better

Supporting any Operator advertising mechanism and application logic

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“One ID to access them all”

Use MyID to access all messaging, email and social network accounts. Innovative tabbed interface provides a rich user experience and easy control from one screen. MyID **increases stickiness and loyalty**, one converged service ID to be used from Mobile to PC to TV.

A Major **reduction & savings** in use of Handset resources: **CPU, Battery, Screen**

Users register all ID's and Passwords at once!

- Setting (all Credential) as a single login—**MyID**
- Streamlining information delivery and ensuring the best UI
- Single Log in—**MyID is cloud computing**—cross networks, screens and devices
- **One interface connecting** Instant Messaging, Email, and Web 2.0 for all use

Delivering the services in the same Look, Feel & Experience on all screens used by the subscribers, enables the operator finally to break the boundaries of the mobile and truly offer a cross platform service. With the cross platform **Single Login** the one interface connects Instant Messaging, Email, and Web 2.0 for all users achieving optimization of the subscriber's resources, be it device or network, home or office.



One application running on the phone—Multiple apps running on the server

**MyID is a natural evolutionary step towards the
Ultimate Address Book—the Tjat Unified Contact list**

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The Ultimate Network Address Book—a fully converged contact list platform for Messaging, SMS, Email, Social Networks and Voice

TJAT utilizes advanced algorithms to merge all contacts into the mobile device address book. The mobile address book is the pivotal point of daily communication. Tjat implements its proprietary technology, advanced algorithms, and cloud computing methodology to deliver the state of the art—**The Ultimate Contact List—Convergence at your fingertips.**



Tjat's Unified Address Book is not only a presence enabled, multi-functional VoIP/Messaging communication needs address book for all, but being based in the Cloud, it also is easily portable and integrated to different medias and life scenarios (home, business, etc).

Ensures the most effective communication—Fully Converged, Network based Address book

- Used on all devices: Mobile, IP-Phone and any other need
- Network Managed and Stored
- All contacts (Phone numbers, IM, Email)
- All modes of communication (Voice, SMS, IM, Email)
- Multi-tasking on the server, managed by one client on the handset

Enables a full Personal Communication Portal on the PC

Tjat Systems is taking widget technology to the next level with the Tjat Unified Address Book - Presence Enabled Address Book for all Voice, SMS, IM, Email and WEB 2.0 needs; truly transforming the Mobile Address Book to the center of all Communication Activity.

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Flexible Business Models

The Tjat architecture, a SaaS offering, enables Tjat unparalleled flexibility to support any operators initiatives. In doing so the operator together with Tjat can support various Business Models matching the ever changing needs towards both the end user and the needs of the operators world wide.

There is no “one size fits all” in terms of business model



Tjat delivers a full spectrum of services requiring minimal Capex and Opex investments. The actual Business Model matches the existing or planned operator relationship with customers and strategic promotional programs. Being a SaaS offering enables an on-the-fly capability of shifting and changing the Business Model due to the dynamic market needs.

To support the different needs Tjat offers an array of standard and customized Business Models from revenue sharing based on traffic or by premium subscription to tailored licensing methods. Tjat already services global MNOs and Content Providers and is easily able to support a global license with monthly or yearly lump sum scenario, for an unlimited company wide license.

Fully Hosted Worldwide by TJAT— no need to invest in hardware or service delivery integration

Tjat supports various advertising models and mechanisms enabling Tjat’s partners to capitalize on the ever growing new revenue stream derived from mobile advertising.

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