



Nellymoser - AT&T Wireless

AT&T needed to grow its mobile music business. Nellymoser's award-winning platform, combined with world-class mobile strategy and design, gave AT&T everything it needed to deliver rich, interactive mobile applications that engage broad audiences with rich, interactive experiences. The result is the ground breaking, personalized mobile fan club and music discovery service - VIP Access.

VIP Access is your all-areas pass to insider info on your favorite bands, upcoming concert dates and locations, album and song reviews, biographies, ringtones and wallpapers – all in one service. Discover hot new artists by listening to music samples and be heard by rating your favorite tracks and participating in feedback polls.

Find out what your friends are into, and share the hot scoop you just uncovered. You can even customize VIP Access by getting exclusive alerts when your favorite bands are in town or make headlines. Or simply browse the huge catalog of artists, track samples, ringtones and wallpapers – all in the palm of your hand.

By managing service delivery for AT&T, Nellymoser handles all the mobile channel complexity - from existing infrastructure integration to numerous mobile device standards and media formats. The Nellymoser Platform provides AT&T with a scalable, end-to-end solution for delivering engaging mobile experiences with VIP Access.

AT&T customers can text Vip7 to 386 to get the 7-day trial of VIP Access sent directly to their phone.

Key Benefits and Features:

- > Music Sampler
 - Delivery and playback of music samples
 - Music samples generally 30 seconds in length
- > Personalization
 - User experience and content tailored to you based on favorite genres and artists
 - Breaking concert information on the cities/venues you choose
 - Subscriber selected SMS Alerts
- > User Interactivity
 - Artist ratings
 - Send-to-a-friend SMS
 - Voting and polling
- > Access to a broad range of detailed and cross-correlated music news, artist information and tour dates available in the comprehensive Muze Music Database
 - Artist biographies, discographies and related artists
 - Artist news and headlines
 - Artist tour information and search
 - Billboard music charts
 - Reviews of new albums
 - Album, tour and artist reviews
- > Search
 - Artist, Genre or band by name
 - Show dates by locations and artist
 - Artist tour dates by city and by date
- > Ticker service on key pages
- > Storefront Integration
 - Option to purchase related content such as ringtones
 - Option to preview content such as ringtones and wallpapers

