



Virgin Mobile USA wanted to grow its mobile music business. Nellymoser's award-winning mobile services platform, combined with world-class mobile strategy and design, gave Virgin Mobile USA everything it needed to deliver rich, interactive mobile applications that engage audiences with rich, interactive experiences. The result is a custom music magazine and discovery service - Headliner.

Virgin Mobile's Headliner is a one-stop source for all the info on your favorite artists. It's a custom music magazine that's delivered right to the phone. Get news, reviews, artist bios, tour updates, the latest charts, and a whole lot more. Search for upcoming shows based on artist, city, or venue.

Choose the artists and topics that are important to you. You can even customize Headliner by getting exclusive text alerts when your favorite bands are in town or make news. Or simply browse the huge catalog of artists and tracks - all in the palm of your hand.

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

Key Benefits and Features:

- > Full Length Music Tracks
 - Delivery and playback of full-length music tracks
- > Personalization
 - User experience and content tailored based on favorite genres and artists
 - Breaking concert information on the cities/venues you choose
 - Customer selected SMS Alerts
- > User Interactivity
 - Artist ratings
 - 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 similar artists
 - Artist news and headlines
 - Artist tour information and search
 - Billboard music charts
 - Reviews of new albums
 - 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

