



## Bluegiga Case Study mobileFX ODP Server



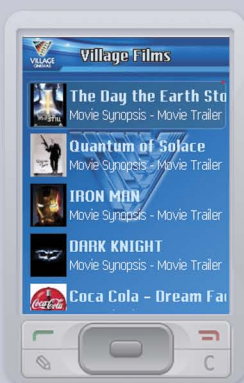
# mobileFX™ ODP Server

## Proximity Marketing Value Added Services (VAS) Server

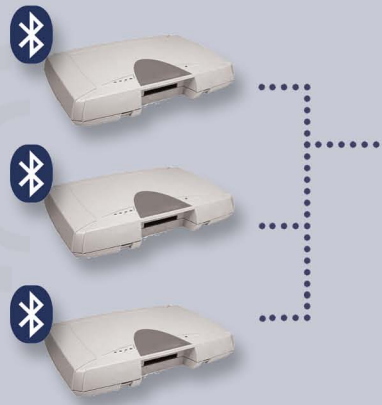
mobileFX™ ODP Server is a software TCP/IP Server that serves Dynamic Data and Content to Mobile Devices over Bluegiga Bluetooth® Hotspots; this software product is the cornerstone for offering a vast array of Premium and non-Premium Value Added Services (VAS) to your customers.

With SPP over IP Technology (SPPoIP) implemented by Bluegiga Access Servers and Access Points, a Java Application created with mobileFX™ Studio or mobileFX™ ODP Writer can open a full-duplex communication channel to mobileFX™ ODP Server and download additional content and information.

SessionID	Device Name	Connected	Application	ClientID	Bytes Received	Bytes Send
716	W910	2008-08-30 08:57:24	SPPoIPSample	3106678F	199 bytes	3588 bytes
768	Nokia 6300	2008-08-30 09:00:21	SPPoIPSample	29409C52	74 bytes	1028 bytes
772	Nokia 6131	2008-08-30 08:57:38	SPPoIPSample	13155825	149 bytes	2564 bytes
812	SPPoIPSample	2008-08-30 08:58:01	SPPoIPSample	339C6887	249 bytes	4612 bytes
828	Nokia 5300	2008-08-30 08:58:03	SPPoIPSample	60AF08E0	150 bytes	2564 bytes
844	Nokia N73	2008-08-30 08:58:23	SPPoIPSample	2050FCB1	199 bytes	3588 bytes
880	Nokia 3230	2008-08-30 09:05:00	SPPoIPSample	1D98D8EC	74 bytes	1028 bytes



On Device Portial



### mobileFX™ ODP Server Plugins

- Social Networking, Dating Blogging, Facebook
- Transportation Information Flights Information
- Entertainment Guide Movies & Theaters Guide
- Customer Support General Inquiries
- Sports Results RSS Feeds
- Tourist Guides Location Based Services
- Catering Delivery Meal Ordering
- Emergency Services AMBER ALERT

Based on mobileFX™ ODP Server Technology

mobileFX™ ODP Server exposes an ActiveX COM Extensibility Plugin Interface (API) with several Commercial Plugins already available by mobileFX™. Developers can extend server's functionality and build their own Added Value Services with seamless J2ME client development in mobileFX™ Studio.