

ROK

ONE PAGE MARKETING GUIDE

ROK Radio



Using the ROK Player™ media software, ROK Radio provides consumers with the ultimate 'all in one' radio experience.



ROK radio a revolution in mobile entertainment. ROK Radio = iPod + iTunes + Radio + Mobile.

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INTRODUCTION

ROK radio a revolution in mobile entertainment. The key differentiators:

- ☛ Works on mobile all of the time.
- ☛ Subscription payment option, station by station providing new revenue stream for broadcasters
- ☛ Download music from mobile to mobile
- ☛ Heard a track you want, download it from the play list menu for a per track payment
- ☛ Normal phone functionality - Radio automatically pause on call/message received
- ☛ Station hopping - Available stations can be selected from the handset

POTENTIAL USAGE

ROK Radio = iPod + iTunes + Radio + Mobile. Works on mobile all of the time. Download & pay for individual tracks as you listen

- ☛ Live broadcast Subscribe to stations delivered live to the handset
- ☛ Music downloads - Download & pay for individual tracks as you listen
- ☛ One device Radio, music player, music retail store and phone

TRACK DOWNLOAD & USAGE

- ☛ User listens to the track on mobile
- ☛ User goes to menu to purchase
- ☛ User chooses the correct track
- ☛ A link is sent to the user to download & save
- ☛ User pays for the track
- ☛ User listens to the track

SUMMARY

ROK Radio is the ultimate enhancement to the mobile entertainment market – Music Anywhere, Anytime!

- ☛ ROK Radio works in conjunction with ROK Player
- ☛ ROK Radio provides new media revenue generation through subscription payment option
- ☛ ROK Radio provides music purchase on a track by track basis while on the move
- ☛ ROK Radio locked to MMC providing:
 - Valuable data capture for broadcasters
 - Security to prevent Free viewing



COMMERCIALS

ROK provide the following:

- ☛ Technical solution including unique account
- ☛ Database and servers
- ☛ Administration and expertise
- ☛ No installation fee

MNO/Carrier provide the following:

- ☛ Billing solution
- ☛ Customers via internal & external marketing
- ☛ SMS delivery



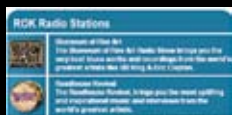
ROK

PRODUCT WALK THROUGH ROK Radio



ROK radio a revolution in mobile entertainment. ROK Radio = iPod + iTunes + Radio + Mobile.
Works on mobile all of the time.

Download



Test It Out

WEB

Visit www.rok.tv/radio
Download ROK Radio to your mobile
Install the application and set up an account
Activate your station package
Enjoy!

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STEP BY STEP GUIDE

HOW IT WORKS

- 1 Software embedded on the mobile phone, multi-media cards (MMC's) or downloaded 'Over The Air'
- 2 Streamed over the internet, the mobile phone connects to ROK servers to broadcast 'live'
- 3 The signal streamed to the handset contains obfuscation coding, which scrambles the signal, preventing free listening & locks the software to the MMC and associated ROK Player™ software
- 4 This allows Radio stations to be paid for on a subscription basis, providing essential new revenue streams for broadcasters

EASY STEPS TO RADIO

- 1 Get ROK radio for only £2.99 a month
- 2 Visit www.rok.tv/radio
- 3 Download ROK Radio to your mobile
- 4 You must set up your phone for GPRS, contact your Mobile Network for more information about Networks and their settings
- 5 Install the application and set up an account
- 6 You are sent an email with more details
- 7 Your mobile will be able to connect to your computer in a variety of ways, either by the data cable, Bluetooth or infra red
- 8 Alternatively, we can send you a WAP push so you can download the application direct to your mobile - this can be done during sign up
- 9 Activate your station package

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- 6 User listens to the track



A step by step guide for handset downloads and listening:

Listen to the track on mobile



Go to menu to purchase



Choose the correct track



A link is sent to download & save



Pay for the track



Listen to the track

