

Handango InHand™

Handango InHand™ is an intelligent, on-device catalog of applications and digital media that your customers can use to find, download and buy content, games and graphics with amazing simplicity and rock-solid security. Mobile operators and handset manufacturers use the InHand client to differentiate their smart device offerings, drive additional revenue and increase customer loyalty. For content providers, Handango InHand provides an unprecedented opportunity to get their titles featured on the device.

Ignite With It!

Handango InHand raises awareness of the availability of downloads and expands the phone's full capabilities.

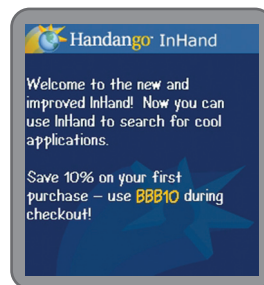
- ✧ An ever-present, on-device content catalog enables easy discovery of new downloads
- ✧ Product descriptions, images and user ratings are accessible without a data connection
- ✧ Fresh content is delivered over-the-air directly to the phone



Flow With It!

Give your customers what they want, when they want it. With access to Handango's catalog of more than 190,000 titles, your customers are sure to find exactly what they're looking for through InHand. You can choose content according to specific customer targets and organize it into chosen categories. All titles in the content catalog are certified to ensure a quality user experience.

Fresh content is never further than a click away. Handango InHand gives operators and handset manufacturers the ability to offer daily, weekly or monthly catalog updates along with special promotions including free downloads, discounts and seasonal offers.



ignite with it!

Shine With It!

Handango InHand makes the purchase process better. Ease-of-use features include multiple payment options, one-click purchasing, a loyalty account and a download vault. Purchases are also accessible from an online account in the event of device reset or other failure.

Feel Secure With It!

With InHand, customers get easy and fast access to downloads, while content developers get top-notch security. Using globally endorsed digital rights management protocols, the client transmits licensing information to Handango's servers which generate unique, customer-specific registration keys and deliver them to InHand in real time.

InHand can automatically check the available memory on the customer's phone before initiating a download. Further, downloads can be paused at any time, enabling users to resume interrupted downloads in the event of a lost wireless signal, battery failure, etc.

Key Benefits

Improve Customer Education

- ✧ Offer "always on" browsing
- ✧ Highlight phone capabilities with rich catalog

Create Branded Experiences

- ✧ Build brand loyalty with custom interface
- ✧ Up-sell new content and services

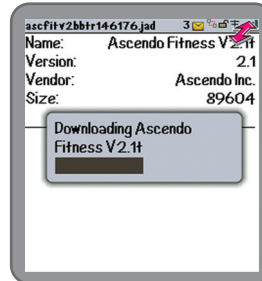
Speed Access To Downloads

- ✧ Increase attach rate with streamlined purchasing
- ✧ Ensure fresh content through wireless updates

Learn More

Handango InHand supports smartphones and mobile devices utilizing BlackBerry, Palm OS, Symbian UIQ, S60 and Windows Mobile.

To learn more, visit <http://corp.handango.com>.



ignite with it!



"Using InHand, mobile operators can access an ever-expanding list of unique applications...as well as streamline content delivery and improve customer awareness of mobile downloads."

Daniel Bouie
Mobile2Market Program Manager
Microsoft Corp.