



Mobile – the mega medium? – A MINDS Symposium Berlin, June 3rd 2005

Fact sheet: Local Communities

★ What is “Local Communities“?

Local Communities (LC) is a mobile service primarily for publishers with a local focus to strengthen the linkage between media and audience. It offers a specific information-concept for a defined (local) target group and motivates the recipients also to take part in the communication process by submitting reactions as ratings or SMS-notifications.

★ Target Group:

Special interest groups and communities from local football club to local parties on the one hand and a local newspaper on the other hand

★ Business Model:

MINDS provides CMS, mobile portal plus user data for statistics and invoicing and manages SMS-gateway

- ★ Flat fee for CMS and portal, variable fees for user data and sent SMS
- ★ MINDS optionally provides content on a flat fee basis

★ Technologies:

The technical infrastructure of LC enables the publisher to submit information to local devices conveniently and to gather feedback without huge efforts.

★ Based on APA-Content Management System

★ XMS (XML Multimedia Storage)

★ Java Servlets

★ Templates

★ Workflow-Component with automatic publishing

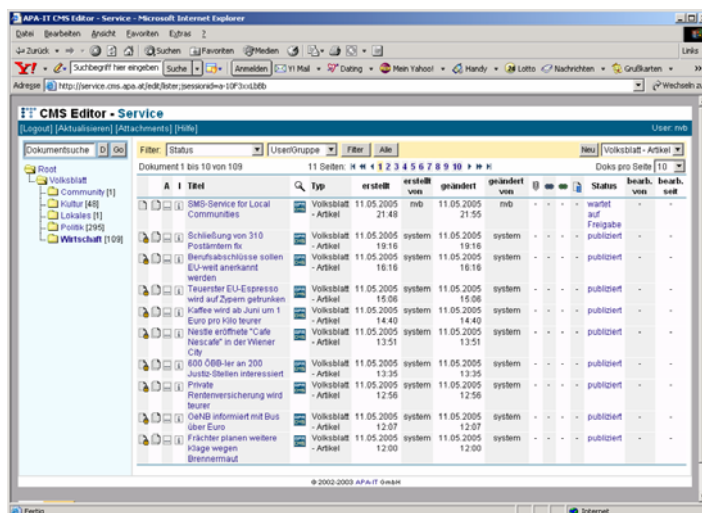
★ Output for several mobile devices

★ Interface for SMS- and E-Mail-alarm

★ Feedback-option for user

★ SMS, MMS, mobile Internet/WAP

★ Streaming



★ **Commercial Status:**

Roll out for first project in June 2005

★ **Implementation by:**

APA, APA-IT and NEUES VOLKSBLATT, a local newspaper in Linz, Upper Austria

★ **User Feedback:**

Easy roll-out of mobile-portal for community (customers feedback)

★ **Marketing Issues:**

New gateway to potential customers for news agencies and publishers (building up communities within their customers). Extension of print- and web-activities. possibilities

★ **Innovation:**

Plug-and-play package (application, user-interface, CMS, content, mobile platform) to serve communities