

# Mobile Betting - SBOMO

## SECURITY

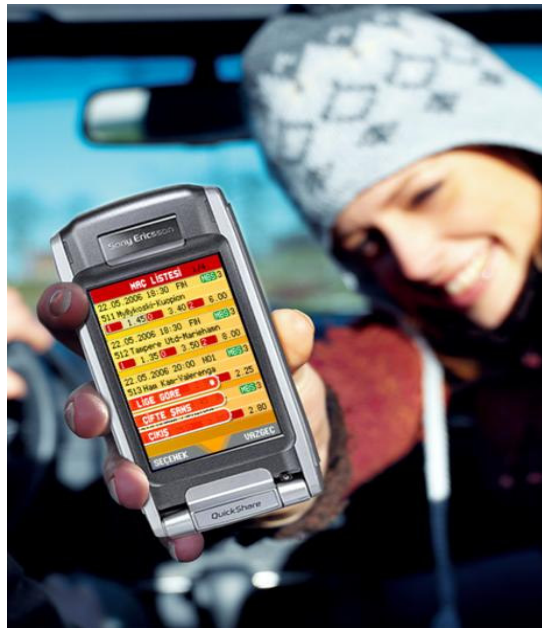
SBOMO is digitally signed and Java verified by Unified Testing Initiative, therefore mobile phones won't pop-up a certification question such as "Application SBOMO is not trusted. Continue anyway?"

## TECHNOLOGY

SBOMO can be implemented on J2ME for CLDC 1.0/MIDP 2.0 devices. This ensures that the application is compatible with 90% of mobile phones in the market.

## PERFORMANCE

SBOMO can execute a betting transaction in under one second. The entire cycle of logging into the application and placing a bet takes less than a minute.



SBOMO (Sports Betting On Mobile) is a state-of-the-art betting application for sports betting. On-line sports betting is expected to be a \$250B industry by 2010. One of the major challenges of on-line betting is accessibility of the betting application. Pozitron has developed SBOMO – the world's first Java Verified™ mobile betting application to address the need for users to have access to sports betting applications anytime and anywhere. SBOMO is a Java application that runs on a mobile device. The application needs to be downloaded and installed once on the device, after which it can be used repeatedly for placing bets, checking scores and transferring funds. The application is compatible with 90% of mobile phone devices in the market.

This advanced solution uses a simple interface, specifically designed for mobile phones and addresses the

usability challenges associated with the small form factor of mobile clients without compromising on functionality. All features available in an on-line betting site are available in Pozitron's SBOMO solution.

The costs associated with implementing and maintaining the SBOMO is 60% lower than operating an on-line betting application. It also takes 50% lesser time to place a bet through SBOMO, compared to on-line betting. SBOMO is Java Verified™ - the application has been certified by Nokia, Sony Ericsson, Motorola, BenQ Siemens, LG, Samsung, Vodafone and Sun Microsystems.

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***“Pozitron’s solution provides all the features of our on-line betting application in an easy to use format. We are very satisfied with SBOMO –especially with after-sales support and availability of the application”***

**- XXX—CEO, Bilyoner.com,  
On-line betting portal**

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**POZITRON®**

#### TECHNICAL SUPPORT

Pozitron engineers provide support and application maintenance to ensure that SBOMO is available 7/24

#### PROVEN SOLUTION

SBOMO is used by Turkey's official betting organization IDDAA to process over 20,000 USD in betting transactions daily

#### EXTENSIBLE

SBOMO is built on a flexible and extensible platform. Additional features can be configured with minimal development effort

For more information on any of our products or services please visit us on the Web at:

[www.pozitron.com](http://www.pozitron.com)

Contact: [info@pozitron.com](mailto:info@pozitron.com)

## Features and Benefits

**Usability** - SBOMO is a simple Java interface designed for easy use. It takes about 3 seconds to download the application and 30 seconds to do a one-time installation on the device

**Compatibility** - SBOMO is built on J2ME. This makes the application compatible with 95% of mobile phones available in the market

**Security** - SBOMO is digitally signed and communicates through secure channel. This ensures the confidentiality and security of your information

**Technology** - SBOMO is built on J2ME and communicates with betting server through XML messages over GPRS and/or 3G

**Choice** - SBOMO supports multiple sports and events. User can choose between available sports events, see the rates and place their bets. Users can also check live odds, open new accounts, view their balance and withdraw funds through SBOMO

**Proven** - SBOMO is used by bilyoner.com Turkey's only authorized on-line distributor of IDDAA - Turkey's official betting organization. An average of over 25,000 operations are performed and 20,000 USD worth of bets are placed through this application daily

**Multilingual** - SBOMO application is language-independent. The application can be configured to operate in any language

**Performance** - SBOMO can process a mobile betting transaction in less than one second. Entire cycle of logging into the application and performing a transaction takes less than 30 seconds

## Support and Services

- Product installation will be carried out by Pozitron engineers on-site
- Pozitron provides technical support and maintenance for the application
- Product version updates can be automatically updated on all client devices
- Additional features can be developed by Pozitron engineers
- 7/24 availability is guaranteed through redundant server configuration and clustering support

#### CERTIFICATION

Java Verified

BlackBerry Solution Provider Plus

Approved by IDDAA



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