



ActiveLecture – Service Description

Enabling convenient, comfortable, at-user's will, lecture delivery

ActiveLecture service enables subscribers to attend a wide array of on-line or off-line lectures at their convenience, with ability to stop and later restart at any point.

ActiveLecture on-line Access

Participants may join the lecture by dialing a pre-defined number (entry password is optional). The number of listeners is virtually unlimited.

The lecturer is constantly updated, by way of a visual screen, of the number of attendees.

A number of lecturer or active participants are also allowed, and can be managed by a designated lecture or debate manager, allocating the right of speech at will.

In the Lecture

Participants are all in silent listeners mode, so as not to introduce outside noise.

Participants can join the queue of question-asking. (see below).

Participants may optionally choose to leave the lecture and return later on to hear it, at the point of disconnection (see off-line access below).

Question-asking

By pressing a key, participants can ask to join the question-asking queue.

When the lecture arrives to the questions phase, each asker will be prompted in turn to ask the question, and will then be put in non-silent mode with the lecturer.

The moderation of the question-asking phase is in the hands of the lecturer.

ActiveLecture off-line Access

Starting a pre-defined time after the end of the lecture, and for some days later, the service may allocate a pre-defined number of lines for off-line access.

Off-line listeners can dial in and listen to the lecture from the beginning, or from the last point at which they disconnected (either during the on-line lecture, or during a subsequent off-line access).

During off-line access, the user has access to tape-recorder like functionality, like Fast-Forward, or Back.

Off-line question asking

During off-line access, a user can leave a recorded question.

The lecturer may periodically access the system retrieve and listen to the off-line questions, and record an answer. The lecturer can optionally decide if the question and answer be published for general access by all off-line users, or will only be accessible by the question asker.

Subscriber Benefits

Anytime-Anywhere lecture delivery — Subscribers can attend a lecture anytime, on-line or off-line, at their convenience and also be able to do it anywhere (e.g. during car driving).

Ease-of-use – Subscribers just dial-in and listen. In case of disconnection, its possible to resume later at the exact same point.

Active Participation — The question-asking mechanism (on-line or off-line) enables subscribers to actively participate, ask question and share their views with others.

Service Provider Benefits

Increased Revenue—ActiveLecture is a source of significant additional air-time during on-line lecture as well as off-line

Promotes service reuse — The ActiveLecture “Lecture restart” and question-asking functions induce repetitive use of the system by subscribers, to listen to the lecture parts that they might have missed, and also listen to post lecture Q&A.

New Info-tainment Service — ActiveLecture is yet another form of voice-based info-tainment, broadening the operator’s consumer-service portfolio.

Part of the FocalPoint System

The ActiveVchat application is part of XciTel’s FocalPoint—an open, mobile VAS system, which provides a set of turnkey multimedia services ready for launch, plus a comprehensive Service Creation Environment that makes it easy for operators to create new services and bring them to market in record time.

FocalPoint helps cellular operators extend services and maximize revenues from currently available technologies, and is designed to transparently operate over next generation technologies as they become available.

About XciTel

XciTel is a provider of advanced messaging and mobile multimedia applications. XciTel’s FocalPoint offers cellular carriers, wireless application providers and content

providers, a comprehensive multimedia application and communication system for the creation and deployment of innovative, value-added multimedia messaging services and applications.