Alcatel·Lucent

ALCATEL-LUCENT DIGITAL MEDIA STORE (DMS)
CONNECTS CUSTOMERS TO THEIR FAVORITE E-BOOKS & E-ZINES THROUGH A CLOUD SERVICE

E-book sales are quickly taking off, overtaking hard-copy books in some markets. Many non-English-speaking markets are being underserved by the large e-books stores like Amazon and Barnes & Noble. Telecom Service providers can seize this greenfield opportunity to address the end-user need for e-books in their market, also including local content in the local languages. To that goal, they can leverage their local context, their existing digital media services, their customer relationships, billing and accounting services, their device sales outlets and local market presence, their local support, and WIFI and 3G connectivity for an "anywhere" e-book shopping and download experience. Communication Service providers are in a prime position to bring all these elements together. The "device and content" proposition of the e-book business model allows for rich bundling and upselling options onto existing customer contracts. Operators gain the chance to actively participate at the customer's media spend instead of remaining at the increasingly commoditized connectivity side.
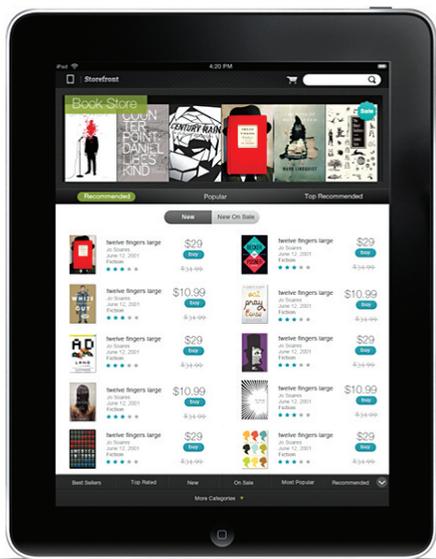
Alcatel-Lucent is uniquely positioned today to enable communication service providers to capture this fast-growing opportunity with the Alcatel-Lucent Digital Media Store (DMS), the first end-to-end cloud based e-book store for communication service providers.

Such an e-book store offer allows service providers to strengthen their brand and to capitalize on the digital media market growth.

Why choosing the Alcatel-Lucent unique end-to-end e-books store ?

- As a cloud service, it allows for a fast time-to-market and smooth service deployment, resulting in a first mover advantage in the local market. This is of utmost importance, as service providers are facing a limited market window to start their own media stores.

- As an end-to-end solution, this comprehensive e-book store has all the necessary components, including e-book content sourcing, both English and local content in local languages. Leveraging our local presence, we

are working both with the global and local publishers, to extend our current content offering. Our content partnerships offer not only a single source for e-book content, but also significant publisher relationships to evolve the repository, a process for facilitating local content requirements, and effective marketing for the service at the storefront.

- Using the Alcatel-Lucent white label store, the service providers can brand the store and offer it to their users, hence creating a stronger brand equity and an increased customer loyalty.

- We can deliver a streamlined and memorable user experience for your customers, with a seamless multi-screen reading experience, on tablets, e-reader devices, smart phones, Personal Computers.

- The cloud service includes the merchandizing and promotion of the right e-books content within the store to the right customers. This is very important to increase the revenue. Based on user analytics, an increased personalized e-books offer and more

relevant recommendations lead to an increased purchase frequency.

- We give the users flexibility in choosing how to consume the content through multiple purchase options : not only purchase per book and per chapter, but monthly subscription packages are encouraged. The latter guarantees a continuous revenue flow for the service provider.

- Operational efficiency, with efficient content provider on-boarding and content workflow

- With Digital Media Store, you are choosing a proven and reliable service, as we have a great expertise through many global deployments in all regions of the world. Alcatel-Lucent is a knowledgeable and trusted partner.

- The e-book market offers service providers an opportunity to extend into markets that are adjacent to their more traditional content services. As the scope of e-books expands from traditional text content to high-fidelity e-magazines, e-books with embedded video, increasingly interactive content, including targeted advertising, offering this enticing service to end-users offers service providers an opportunity from which they can enhance the consumer experience and grow their relevance for the end-users.

- Launching an e-book store can be a stepping stone to a wider entertainment offering in the future, as the Alcatel-Lucent Digital Media Store is a multi-content multi-screen entertainment store not only for e-books and e-magazines, but also for blended content such as applications, games, music, video, etc... This array of service opportunities leverages the same powerful underlying platform. Recommendations and bundles of content can then include not only e-books, but also games, music, applications, video, and this cross-

content aspect makes this one-stop store even more compelling and relevant for consumers.
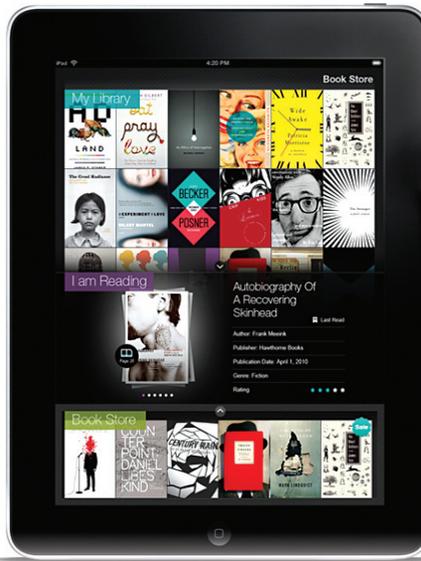
This captivating e-book store offer includes :

- Front-end for mobile smart phones, tablets like iPad and Samsung Galaxy tab, e-readers, PC, offering a seamless user experience with synchronization across devices and screens
  ¬ Web portal
  ¬ Clients
  ¬ Multiple device support : We offer our compelling e-books service on the iPad, on Android tablets and smart phones, on dedicated e-readers with browsers, on PC, and we are further extending the range of devices and operating systems (RIM BlackBerry, WebOS based tablets and others)
  ¬ Smart Discovery of e-books : personalized discovery, browse categories (top rated, most popular, just added, A-Z listings, category per genre), read overview, previewing selected chapters, search by entering partial text,

  ¬ Viral marketing – gift, rate, recommendations

- Back-end platform providing complete content management ; automated publishers material submission & workflow, e-book digitalization capabilities, media transcoding and smart media delivery ; Support for several e-book formats, including ePub and PDF and others; support for Adobe DRM / OMA DRM and Watermarking

- Pre-existing e-books library of more than 500,000 e-books, including more than 20 major local languages, more than 3,500 e-magazines and more than 20,000 audiobooks.

- Managed content service, including :
  ¬ content operations (content acquisition, ingestion, catalog refresh and maintenance, storefront management)
  ¬ excellent merchandizing and e-books promotion services, through recommendations, promotional banners, campaigns, subscriptions, promotions with attractive prices for bundles

With Alcatel-Lucent's cloud-based e-book store you have everything to run a successful and competitive own e-book store on almost every important device, with state-of-the-art promotion and merchandizing capabilities with one of the largest localized content inventory in the world.

Alcatel-Lucent connects customers to their favorite e-books and e-magazines. Alcatel-Lucent is your trusted partner in the rich media services domain.

Please check out our website : **http://www.alcatel-lucent.com/ features/digital_media/**

AT THE SPEED OF IDEAS™

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