



Memova Messaging 8.0

March 2007

The Memova® Messaging Platform

Designed to meet the growing needs of the mass market, Memova Messaging is the consumer messaging platform of choice for ISPs, telcos, cable operators, wireless carriers and other broadband service providers. Powering email and messaging services for the world's leading service providers and offering a broad range of value-added services that drive revenue, attract new subscribers and reduce churn, Memova Messaging offers a clear competitive advantage.

With Memova Messaging, service providers can deliver a broad range of services, such as:

- **Email** – offering the industry's most reliable performance at scale, a competitive end-user experience and an unbeatable TCO (Total Cost of Ownership), Memova Messaging continues to be the leading consumer email solution for service providers.
- **Contact-Centric Communications** – a powerful communications console that provides unified access to all messaging, communications and content-sharing services and arranges these services around the user's contacts and online communities.
- **Universal Contacts** – a service that integrates a single network address book with multiple messaging and communications services and automatically synchronizes contact data across multiple devices, including PCs, mobile phones and PDAs.
- **Digital Life** – a service that enables subscribers to create online communities around chosen groups of friends and family and easily exchange photos, videos, music and other multimedia content with members of these communities.

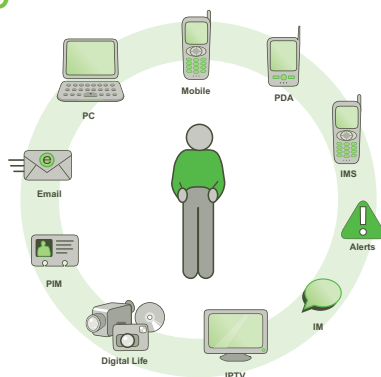
Introducing Version 8.0

An Innovative Contact-Centric Approach, A Better User Experience

Memova Messaging 8.0 is the first major release of the platform that employs an innovative contact-centric approach to messaging that puts people, rather than the email or messaging application, at the center of the user experience. This is a dramatic shift away from a focus on standalone messaging applications—delivering a messaging experience that mirrors everyday life. The results are an unparalleled level of convenience for subscribers, along with viral, community-building services and a secure, highly efficient messaging environment.

Seamless and Easy to Use

By taking a contact-centric approach, Memova Messaging makes the messaging experience seamless across all devices and applications. Contacts are automatically



synchronized across mobile phones, PCs and PDAs, while applications, including email, instant messaging, SMS, MMS, VoIP, video calling and others, are integrated through a universal contacts store.

Viral, Community-Building

Services that are built around people, not technology, truly foster the growth of online communities. Memova Messaging services are designed to facilitate better communications and help users stay in

touch with their contacts. This leads to more frequent, repeat usage of services and builds stronger customer loyalty.

Personalized, Safe & Secure

With contacts at the core of the messaging environment, services are far more secure. Users can control from whom they receive messages and, if desired, they can restrict communications to their safe, online community of known contacts. This-contact centric approach to security gives users the power to determine who can and cannot communicate with them.

Cost-Effective and Scalable

A centralized contact store eliminates the need for multiple application-specific address books and minimizes infrastructure costs. These cost-savings enable service providers to invest in providing new services and a better consumer experience.

Meeting Consumer Demands with Contact-Centric Services

With a contact-centric platform in place, service providers can provide more powerful messaging and communication services that foster the growth of online communities and provide a safe and secure user experience. In an effort to meet today's consumer demands, Memova Messaging 8.0 is built on four fundamental, contact-centric values related to communication, community, safety and convergence.

Communication

Consumers want to manage all of their communication services from one, easy-to-use location, organizing communication around people—or the contacts in their address books.

Community

As consumers store and share more personal content (e.g. photos, videos, and music) online, they need this content to be better connected to messaging and communications services, as well as to the people in their online communities.

This, again, makes contacts a central and core component.

Safety

Consumers want to be able to decide who communicates with them. As a result, the contact store or address book is a central element in providing safe, secure services.

Convergence

These days, consumers want to stay in touch with their contacts all the time—even while on the go. With a contact-centric approach, service providers can effectively bridge the gap between fixed-line and mobile services—providing more seamless, converged services for subscribers.

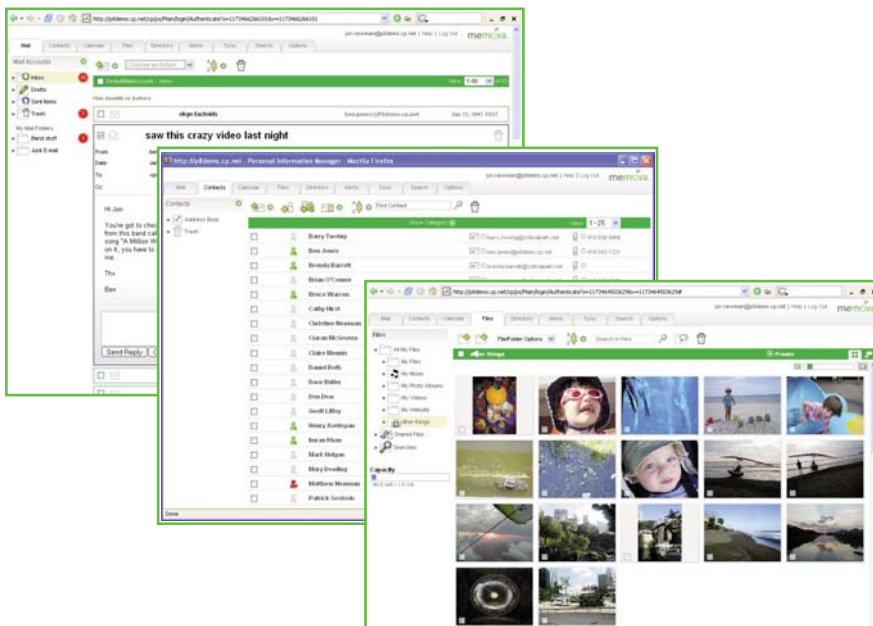
Operational Enhancements

In addition to delivering on the contact-centric vision, Memova Messaging 8.0 provides a number of new operational enhancements that ensure robustness, scalability and superior customization capabilities.

Key Capabilities

Memova Messaging 8.0 provides a number of key capabilities:

- **Web 2.0 UI** – provides a consumer-focused, highly responsive online experience that is simple, convenient and fun to use.
- **Memova® Console** – a new application that provides unified access to messaging, content-sharing and communications services in a contact-centric interface.
- **Presence** – shows the online status for contacts to enable the user to determine the most appropriate communications channel. Presence is shown for each contact within the Contacts UI and also within the Memova Console. This presence information helps the user decide whether to initiate an email, text message, VoIP call or IM conversation.
- **VoIP** – allows voicecalls to be initiated with contacts in the address book by simply clicking on the contact's phone number. Additionally, because VoIP capabilities are tightly integrated, contacts stored in the address book are also accessible directly through the softphone's address book.
- **Contact-Centric Communities and Sharing** – enables users to store and share personal content (e.g. photos, videos, music) with their online communities.
- **Search** – enables users to search through large amounts of email and content. Returns results in a matter of seconds.
- **Customization Enhancements** – offers improved opportunities for service providers to customize user interfaces.
- **Staggered Upgrade Option** – allows service providers to migrate to Memova Messaging 8.0 in staggered phases.



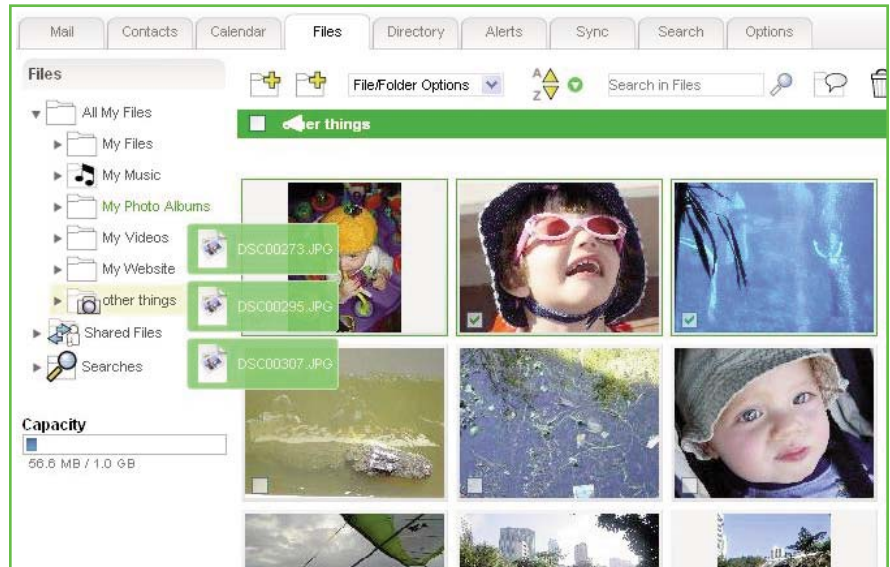
Memova Messaging 8.0 provides Web 2.0 user interfaces for a powerful user experience.

Web 2.0 UI

Significant enhancements have been made to the user interfaces to ensure a compelling consumer experience that is simple, convenient and fun to use. The platform provides a competitive offering that enables a user experience that rivals anything available today.

Key to these enhancements is the extensive use of AJAX technology to make Memova Messaging UIs feel more responsive. Use of AJAX means that entire Web pages do not have to be reloaded each time the user makes a change. Instead, small amounts of data are exchanged seamlessly between the Web Browser and Critical Path Presentation Server, allowing only the relevant parts of the page to seamlessly change. This increases interactivity, speed and usability, and it results in a much improved user experience.

Key Web 2.0 enhancements include: drag and drop, inline viewer, right-click menus, address auto-complete and dynamic updates.



In the Files UI, users can easily drag and drop photos to the appropriate folder.

Drag and Drop

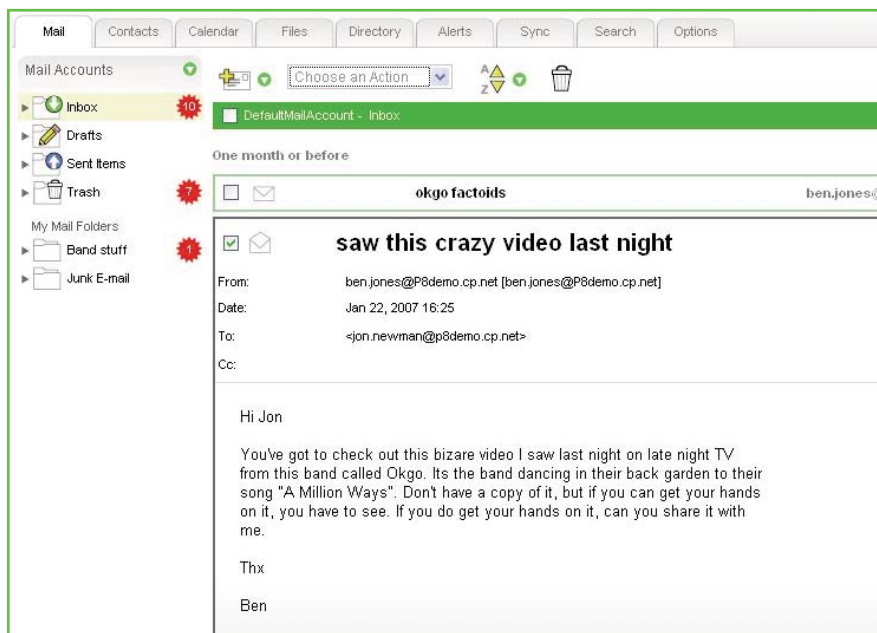
An integral part of the Web 2.0 experience is the ability for users to drag and drop items from one location to another in the same way they can with a desktop application. All the user has to do is click on the item and drag it with the cursor to the new location.

Drag-and-drop enhancements have been done in the following areas:

In the Mail UI users can select one or multiple emails from the email list and drag them to a folder. This provides a Web mail experience that is similar to that of a desktop email client. In the Contacts UI, users can drag contacts into different communities, or into the trash-can. In the Files UI, users can select one or multiple files or folders and drag them into other folders. This experience is similar to that of Windows Explorer. This functionality makes it easy for users to re-arrange photos, placing them into "photo albums," and/or to organize music and videos by playlists.

Inline Viewer

When users double-click on an email or contact, the details appear inline. This makes retrieving contact information quick and easy and allows users to maintain a sense of place while looking at the information they wish to see.



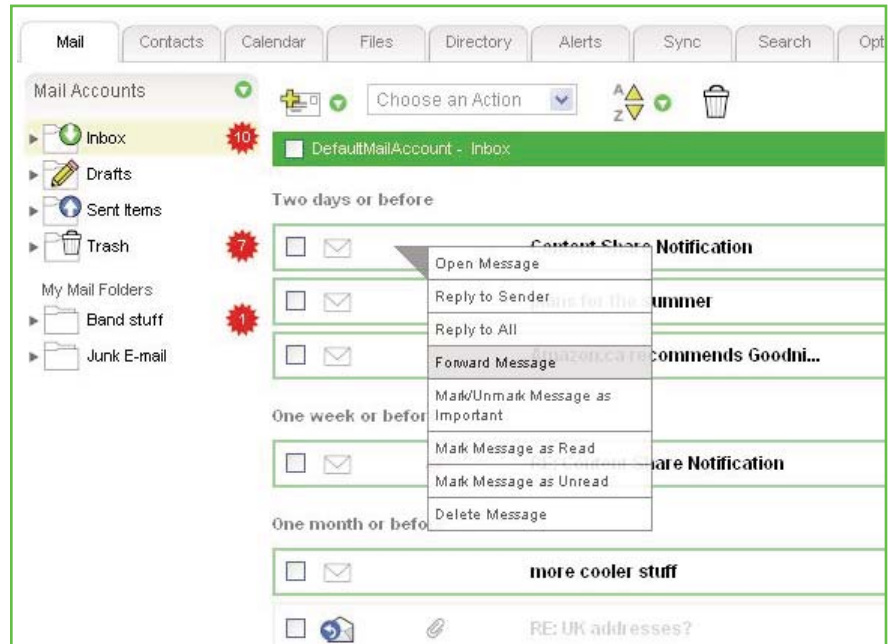
With the Inline Viewer, users can read email messages inline—without fully opening each individual message. Inline viewing of contact information is also possible in the Contacts UI.

Right-Click Menus

To enable subscribers to perform common functions quickly and easily, context-sensitive, right-click menus have been added. The diagram to the right shows an example of right-click menus in the Mail UI.

Address Auto-Complete

To allow users to easily compose and address emails to the people in their address books, an Address Auto-Complete feature is provided. When users start typing an email address in the compose form, a search is performed on each letter typed. If there are matches, suggested contacts appear in the address field—preventing users from having to type the contact’s full email address. The search looks at first names and last names. For example, if the user types “A,” all contacts whose first or last name begins with A will be suggested. If “An” is typed, the search is narrowed down, and all contacts whose first or last name begins with “An” like “Andrew”, “Anna” or “James Andover,” will be suggested. The more letters the user types, the more the suggestions are narrowed down until the correct email address is retrieved.



By right clicking on a message, users can easily open, mark, forward, delete or reply to the message.

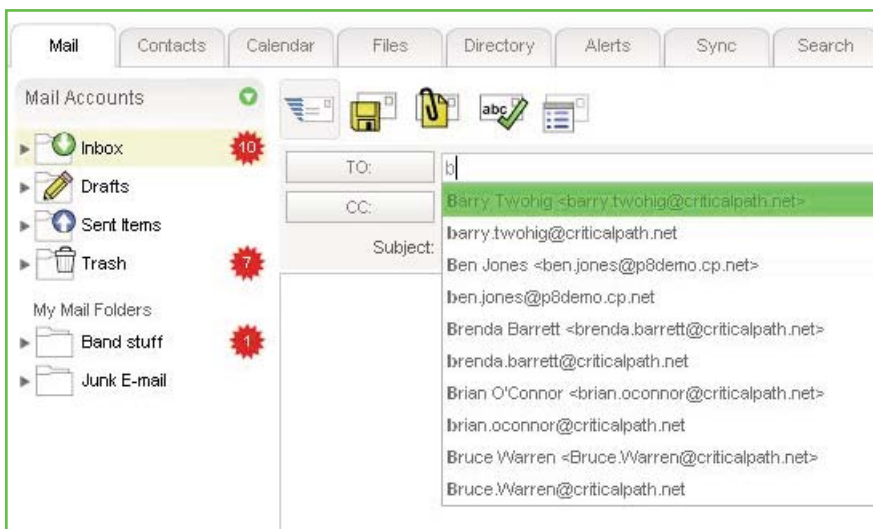
Dynamic Updates

With Dynamic Updates, Web applications are constantly updated without users having to manually refresh the page. Most notably, this functionality is used within the Mail and Contacts UIs. For example, when a new message arrives in the user’s inbox, it will show up in the

Mail UI email list and folder summary without the page being refreshed. When a contact’s presence status changes, the Contacts and Memova Console UIs are automatically updated without the need for a browser refresh.

Web 2.0 UI Architecture

There have been a number of enhancements made to the Critical Path Presentation Server and its applications to support these new Web 2.0 capabilities. These include introducing a clear separation between presentation and business logic, along with a single frame interface to facilitate features like drag and drop. For more details on these architectural improvements, see the Customization Enhancements section on page 11.



Address Auto Complete simplifies email addressing, retrieving names stored in the integrated address book.

Memova Console

At the core of Memova Messaging is a contact-centric experience that enables users to get to the “messages that matter” from important people first. This is a dramatic shift away from focusing on standalone messaging applications to delivering a digital communications experience that mirrors everyday life. Today, the consumer experience is too time-consuming and disjointed. Consumers need to be able to access and easily use all of their messaging and communications services from one central location. This is precisely what the Memova Console provides.

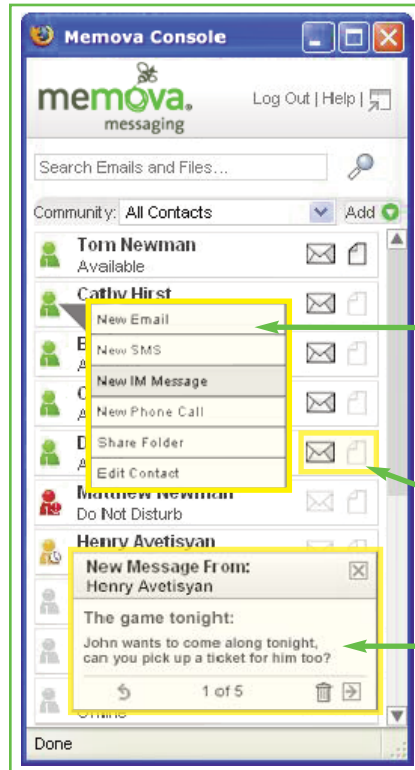
The Memova Console is the central place to control all messaging, communication and content-sharing services in one simple, easy-to-use consumer-friendly interface. Services become fun and easy when they revolve around the user's contacts and help users better communicate with the people in their online communities. The console puts everything subscribers need at their finger tips—essentially providing one “remote control” for users and a ground-breaking view into their digital world.

Some of the most innovative features of the Memova Console are the following:

Unified Access to Multiple Services

The Memova Console provides a “launch pad” to the subscriber's full range of digital services. It is a single application supporting a full range of services so it is compelling to subscribers and easy for service providers to manage and continue to build out in the future.

The console is streamlined and, at first glance, it looks similar to an address book or Instant Messaging client. However, it goes well beyond these standalone applications, providing a truly unified communications experience with access to multiple services.



Memova Console

Users simply right-click on a contact to access and use integrated services, which may include email, IM, VoIP, content sharing and more.

Here, users can see when they have received new messages or files from each contact.

Users can send and receive messages directly from the console.

Contact-Centric Experience

The Contact-Centric approach is revolutionary—finally providing a user experience that mirrors everyday life where people—instead of technology—are front and center.

By putting people at the center of the experience it enables the subscriber to quickly take advantage of the messaging features used 90% of the time—right there from the Memova Console—without going to the full-blown application. However, if the user does need to perform an advanced task, he/she has the ability to quickly open the application's full UI when required.

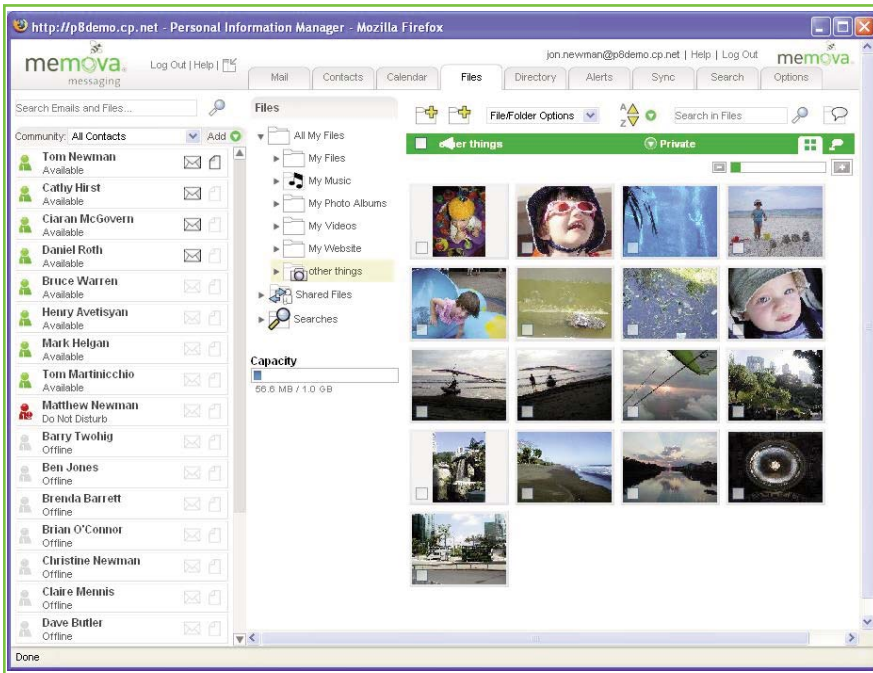
Communities

Memova Messaging enables users to create communities and allows them to keep these communities separated—just like in real life. For example, a user might create a community of “family

members” and another community of “cycling friends.” The Memova Console puts the people who are in the community the user wants to interact with front and center. Viewing contacts by community makes it easy for users to communicate with only the members of that community and not be distracted by contacts who are not in that community. Personal communities really help to foster online communication and sharing with the people in the user's life. The way the user communicates and shares with people varies by community. For example, the user might choose to share all of their photos, videos and audio with friends, but only a sub-set of this content with parents.

Activity View

The Memova Console intelligently presents contacts based on presence, the number of new messages they have sent and the new content they have



The Memova Console expands to show the full UI for each application. Here, the Console is seen on the left with the full Files UI on the right.

shared. In other words, a contact who is online and has recently sent an email will appear higher on the list than a contact who is offline or one who has not sent any emails or shared any content. The Activity View greatly enhances the consumer experience by helping users get to the most important messages and content first. Users can instantly see whose online and what's new. They are then able to react to what they have just seen by using the best method of communicating possible.

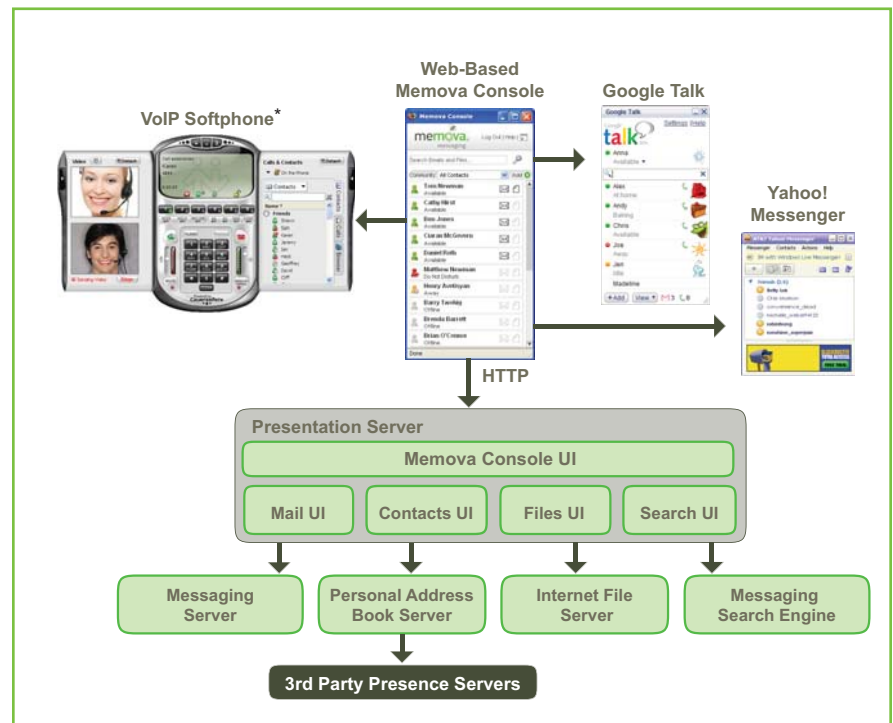
Memova Console Architecture

The Memova Console is constructed as a Critical Path Presentation Server application and works in conjunction with other services such as Mail, Contacts, Files and Search. Due to the way it is built, advanced customization of the Memova Console is possible—just as it is possible with any application developed through the Critical Path Presentation Server.

As presence is key to the Memova Console experience, it relies on the

Critical Path Personal Address Book Server with its presence capability enabled. Once this is in place, it is

possible to factor in the availability of a user's contacts when dynamically organizing them.

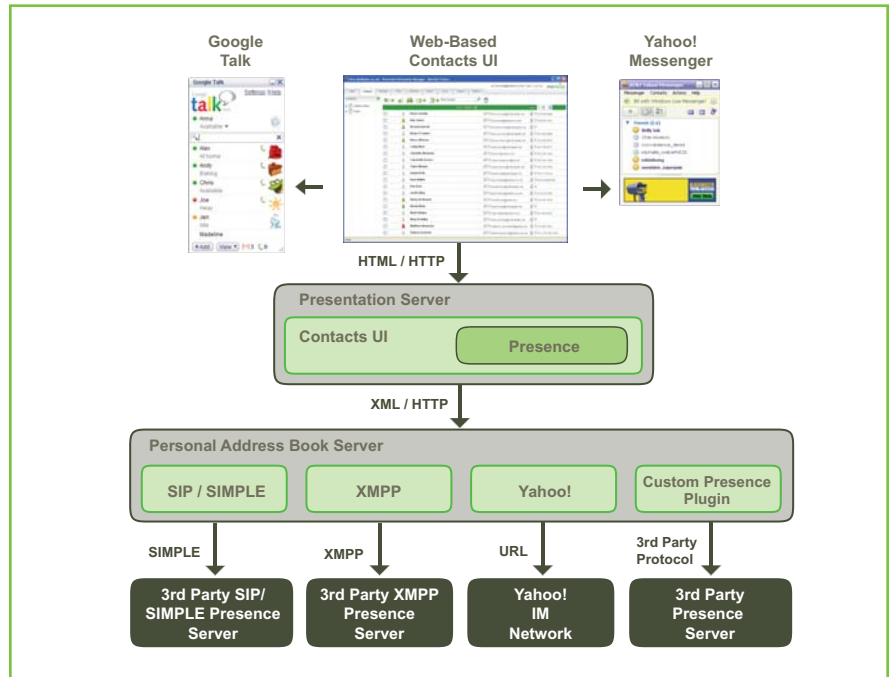


The Memova Console brings email, contacts, file sharing, search, VoIP, Instant Messaging and text messaging together into one integrated "remote control" for users.

Presence

An important underpinning of the contact-centric experience is presence. Presence is required to show users which contacts are available, and to allow for intelligent communications decisions based on this information. For example, it does not make sense for a user to initiate a voice call if the contact is already on the phone, and it might not make sense to send an email for urgent communications if the contact is available and currently online.

Once this presence information is collected, it is used in a number of ways to enrich the consumer experience. Within the Contacts UI, for example, presence information for each contact is shown, providing there is a valid IM address in the contact information with a presence relationship established between the user and the contact. This presence relationship is normally created when the user adds the contact to their IM client. Once all this is in place, the

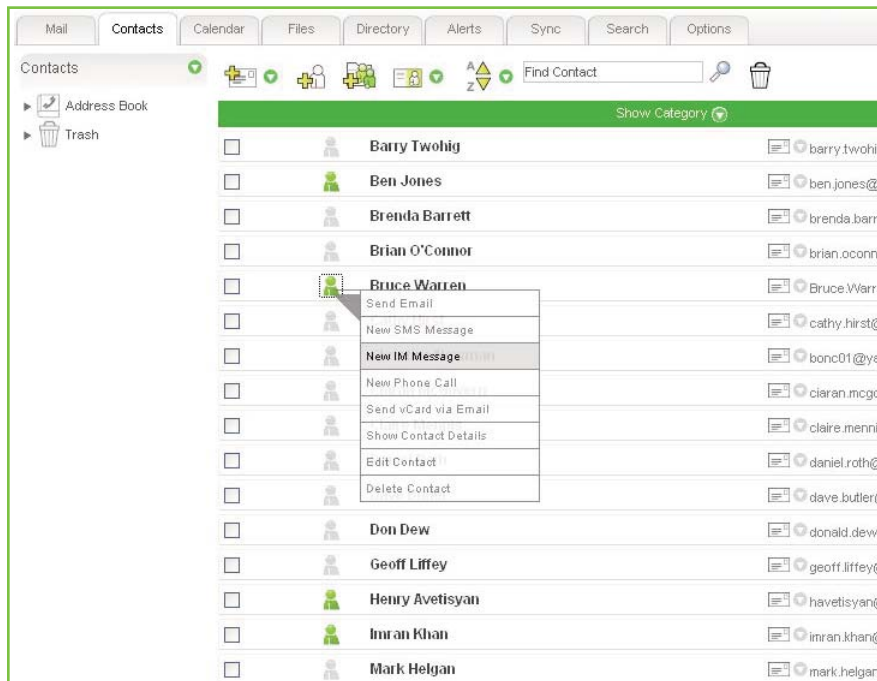


Third-party applications and presence data can be integrated with Memova Messaging 8.0.

address book can launch different modes of communication based on the contact's presence. The communication options included are: Email, SMS, IM and VoIP.

Clicking on the presence icon in the Contacts UI will show the communication options available to the user for that contact. If the contact is online, then all of the communication options will be available to the user. If the contact is offline, then options like IM will not be available (i.e. only offline communication like email will be possible). A similar experience is also available within the Memova Console for the contacts shown there.

If a contact has only one presence information source (e.g. Yahoo! Messenger), then this information will be displayed in the contact list. If there is more than one presence information source (e.g. Yahoo! Messenger and Google Talk), then the source that shows the user online will be displayed in the contact list. If all sources indicate that the contact is offline (or if all indicate online), then the first one that is checked is the one that is displayed.



When users right click on a contact, the communication options shown are based on the contact's presence status. For example, IM is only an option when the contact is online.

Presence is also an integral part of the activity view in the Memova Console. Presence, along with other factors, such as the number of new emails and the amount of shared content a contact has sent, determine how important a contact is and, therefore, how high on the list the contact appears.

Presence Architecture

Presence information for a particular contact is aggregated from third-party sources for use within Memova Messaging. There is support for aggregating presence information

from various standards-based sources, including SIP/SIMPLE and XMPP (used by Google Talk), along with closed IM networks, such as Yahoo. It is possible for contacts in the same address book to have presence information aggregated from a variety of source (e.g. the contact John Smith's presence information is retrieved from Google via the XMPP protocol, the contact Dave Jones's presence information is retrieved from a SIP/SIMPLE based network, and Matthew Brent's information is retrieved from Yahoo.)

It is also possible to create custom presence connectors for a variety of different presence networks to retrieve presence information. Therefore, if a presence protocol that is not supported "out of the box" is needed, a connector can be created to support this.

VoIP

Voice communication has become increasingly expected as part of the consumer messaging experience. As a consequence, Memova Messaging 8.0 introduces new capabilities in this area.

Click2Dial

It is now possible to initiate voice calls to a contact from within the address book. Users can initiate a call by clicking on the contact's phone number, or by clicking on the contact's presence icon and then choosing the phone call option.

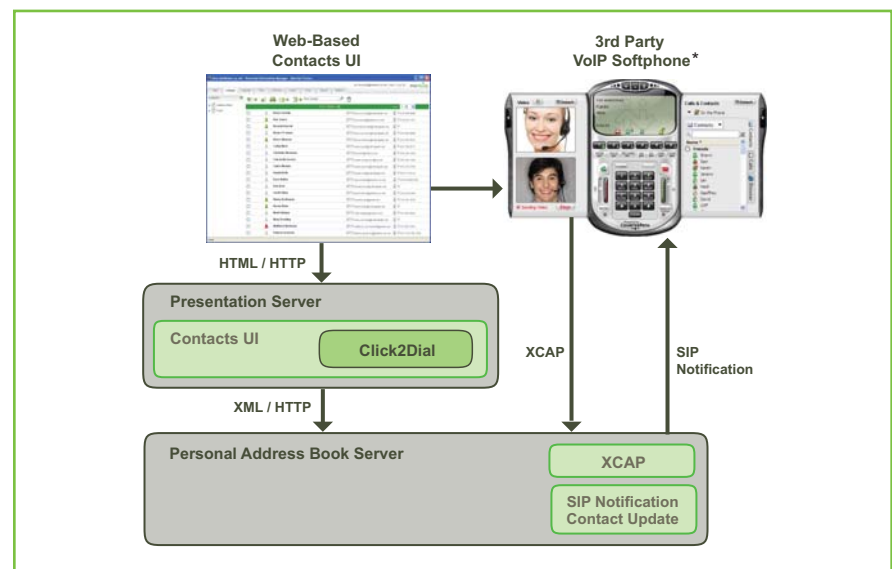
Softphone Address Book Support

Because VoIP capabilities are tightly integrated, contacts stored in the Memova Messaging address book are also accessible directly through the third-party softphone's address book. Not only are a consumer's contacts available via the Web, Desktop, Mobile and PDA, they are also present on the softphone allowing for quick access to phone numbers when making VoIP calls.

VoIP Architecture

A third-party softphone is integrated with Memova Messaging. The softphone has access to contact information stored in the Critical Path Personal Address Book Server via the XCAP protocol (Extensible Markup Language (XML) Configuration Access Protocol), an open standard that allows for the exchange of application information in XML format.

The softphone registers itself with the Personal Address Book Server so that it will know when updates have happened within a user's address book. When something changes, a SIP notification is sent from the server to the softphone telling it to update the address book.



A third-party softphone is integrated with Memova Messaging to provide out-of-the-box VoIP capabilities.

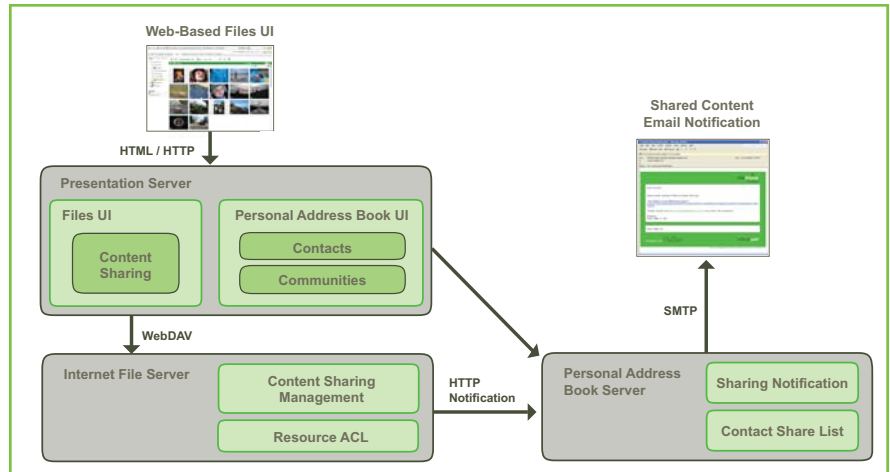
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Contact-Centric Communities and Sharing

With Memova Messaging 8.0, service providers can deliver services that enable consumers to share their digital life with friends and family. Contact-centric sharing features allow users to store and share personal content (e.g. photos, videos, music) with the people in their online communities.

Communities are formed around the contacts in a user's address book. Users can create multiple communities containing different types of people (i.e. family, friends, etc.). It is possible to share content with users who are on the same system, as well as with non-users. Subscribers simply select a contact or community and then specify which content stored in the Digital Life account is to be shared with that contact or community. A notification is sent to the contacts with a unique URL for each person.

For example, users can select a photo album or audio/video playlist and choose to share it with specific contacts or communities in the address book. These



Contact-Centric Communities and Sharing Architecture

people will then receive an email notification, alerting them to the fact that content has been shared and providing them with a unique URL that is linked to the content. For instance, a user might create a community of contacts in his/her address book called "Family." This community can then be used to share the user's folder of family photos. Only contacts within the "Family" community would be notified that access to the photos is available, and only these contacts would each be given a unique URL to access the photos. If, for some reason, access needs to be revoked for

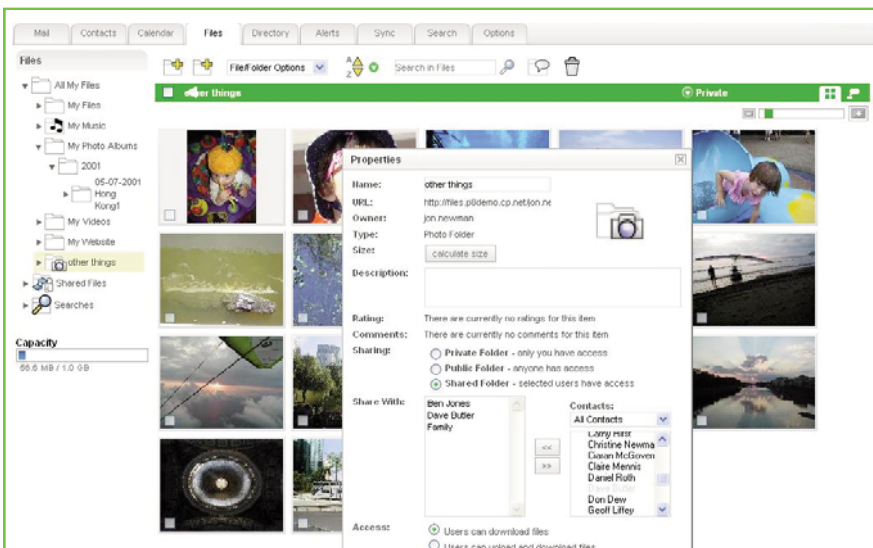
one of these contacts, his/her specific URL can be invalidated.

Naturally, all contacts in a user's address book are not necessarily using the same communications platform. As a result, contact-centric sharing does not require them to be users on the Memova Messaging system. This means it is possible to share content with a contact, just based upon the contact's email address, which is stored in the address book.

If content is shared with a contact that also happens to be a system user, it will be apparent when the contact is logged in to the application. For example, if a user shares a folder with one of his or her friends, he or she will be able to see that this folder is being shared with that friend whenever the friend is logged in. The Files UI lists all files and folders that have been shared with that contact.

Contact-Centric Communities and Sharing Architecture

The Critical Path Internet File Server manages who has access to the content stored in the system. The Critical Path Personal Address Book Server tracks which contacts have access to what content. The Personal Address Book Server is also responsible for sending out sharing notifications.



Users can easily share files and folders with their contacts.

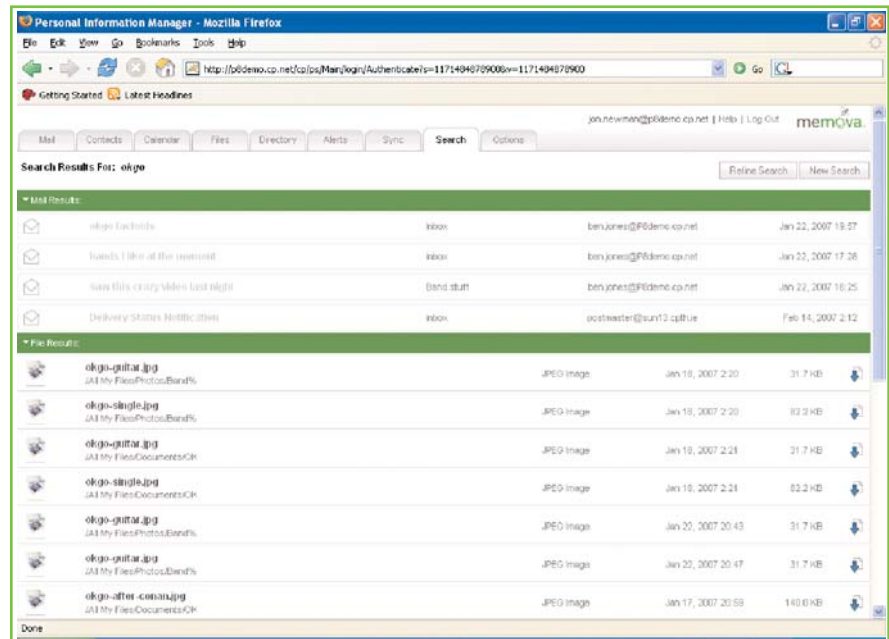
Search

Powerful search capabilities have been added to allow search across gigabytes of email and content with the results returned in a matter of seconds. This allows users to keep all of their messages and content online, and easily find what they need.

When an email search is performed, the subject line, sender, recipients and body of all email messages are examined to find a match. For content search, the file name and meta-data of the file are examined. Meta-data includes any comments written about a file by the user or by the people who have access to the file. For audio files, any ID3 or AAC information, such as artist, album or genre, are also searched.

Search Architecture

To enable this searching capability, there is a new Messaging Search Engine that is responsible for creating the indexes



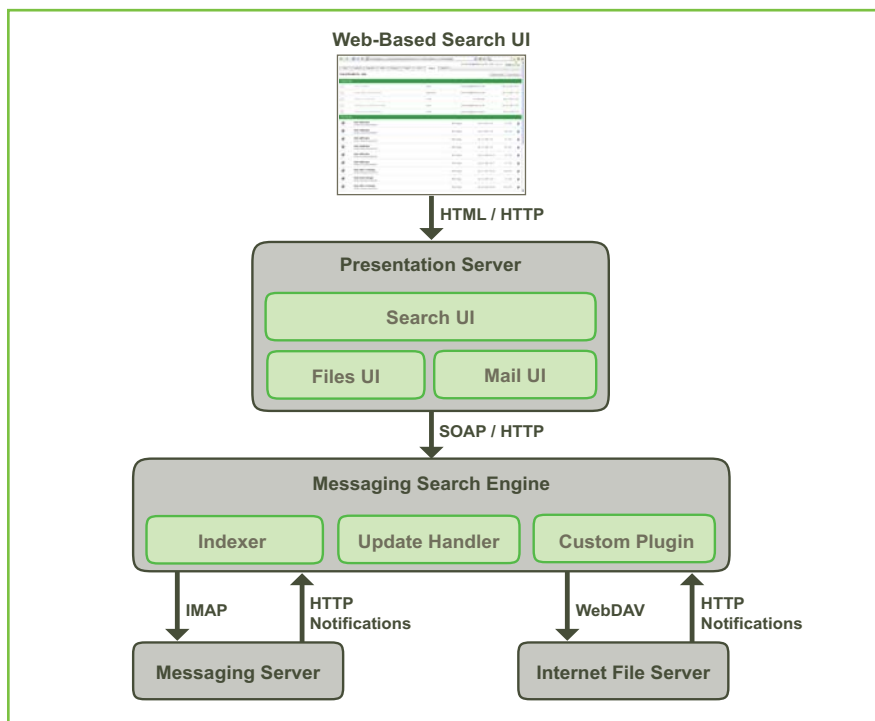
Search results show all email messages and files associated with the key word searched.

of the email and content, and then handling search queries that are submitted by the user through the new

Search UI. The queries are carried out against the indexes that are created.

The indexes are created initially when the user is first provisioned for search. When email or content is added or updated in the Messaging Server or Internet File Server, the Messaging Search Engine is notified of the modification. The Messaging Search Engine will then initiate an index update to ensure that it reflects the most up-to-date picture of the user's account.

By providing an extensible plug-in architecture, it is possible to add support for new services that might be required, which are not provided "out of the box." For example, if a provider had a proprietary classified advertising service and needed it to be included as part of the search service, a custom plug-in could be created for indexing and searching those advertisements.



The Messaging Search Engine enables search capabilities across all messages and files stored in the user's account.

Customization Enhancements

Significant improvements have been done to the Critical Path Presentation Server’s customization ability, allowing it to provide greater flexibility in the user experience provided. This has been achieved by having a clear separation between presentation and business logic, along with a single-frame interface, allowing for rapid customization and upgrading. Cascading Style Sheet (CSS) optimization now makes it possible to create a completely new look and feel just by changing one file. Support for JSPX and the standardization it provides around XML has enabled much improvement in readability and debug-ability—generating gains in productivity and quality for the development of new applications, as well as customization.

The diagram below shows how the customization framework has been designed.

Single Frame UI

The previous multi-frame Presentation Server interface is now a single frame to allow for some of the new AJAX capabilities (e.g. drag and drop), along with a simpler UI that is easier to customize and move widgets around on the page. There is a layout JSPX for each of the applications that defines the single frame and what widgets are used within it.

CSS

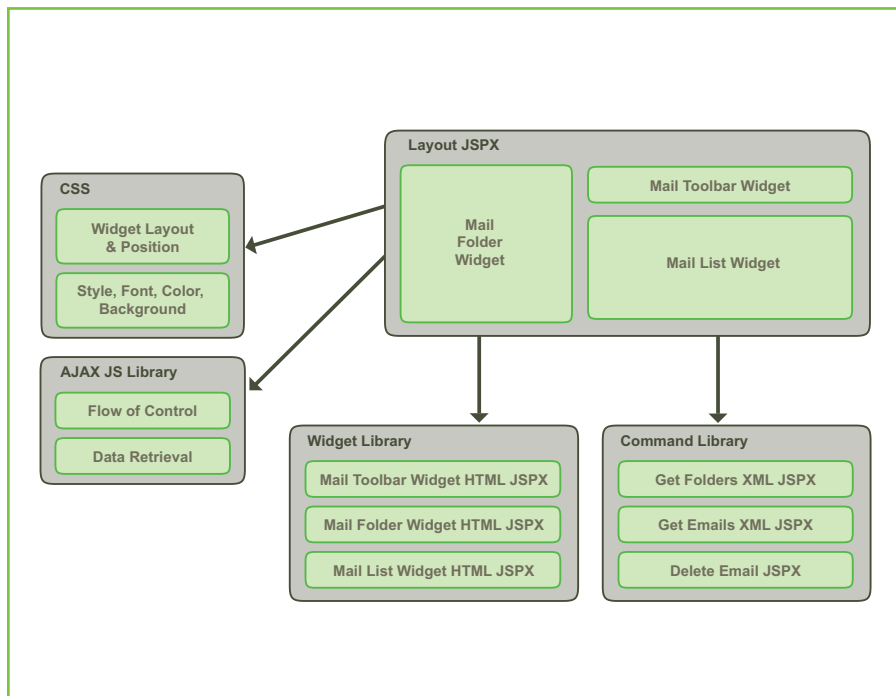
CSS (Cascading Style Sheets), as it applies to Web pages, provides a way to maintain and alter the look and feel, as well as the layout of the application, from a central place. Enhancements have been made to maximize the amount of customizability that can be achieved by simply editing a single CSS file. This allows for the creation of different “skins” for the UI by an administrator simply by modifying the style sheet. Page 12 shows the Mail UI with two different customized skins.

AJAX JavaScript Library

The AJAX JavaScript Library provides the interactivity and dynamic experience that is associated with Web 2.0. The AJAX JavaScript Library is responsible for the flow of control of the application, which determines what happens when the user clicks on something within the interface or drags an item from one area to another (e.g. email into a folder). This library also handles retrieving data from the server in order to update the interface when changes happen, such as when a new email arrives in the email list. Having the JavaScript responsible for AJAX functionality in a separate library improves the clarity of the implementation, allowing for a smoother customization and upgrade experience.

Widget Library

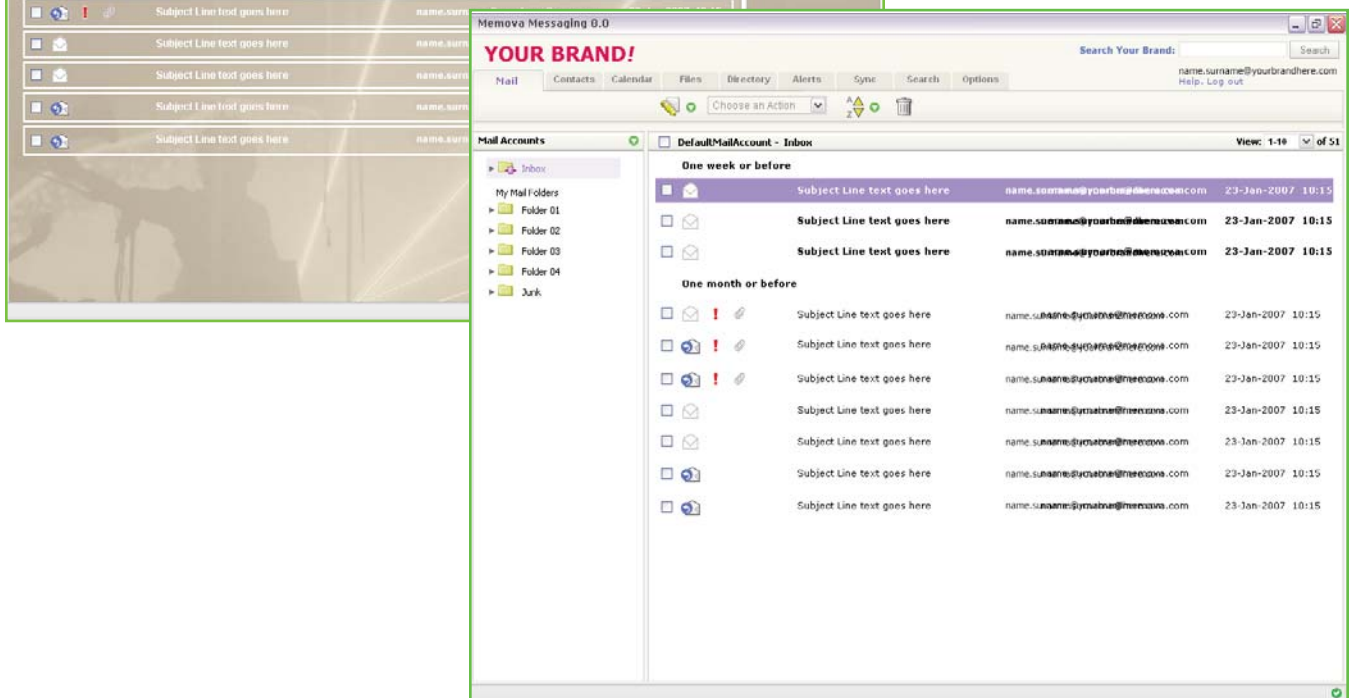
The key to implementing dynamic interfaces is a simpler, single-frame UI. In order to implement such an interface, major UI elements are componentized so that they can be easily positioned within a view that may contain multiple UI elements, with which they may or may not interact. An element that has been componentized is referred to as a widget. A widget represents a specific component or set of components of an application view or views on specific application data sets. For example, the Mail UI “Email List widget” represents a list of email messages. The Widget Library is a collection of these widgets that make up the views of the applications. Each widget is an individual JSPX page that is mark-up language specific, so there will be widgets specifically for HTML, and there could be widgets for other mark-up languages. The widgets contain no JavaScript; they only contain mark-up language and tags, and, as a consequence, they are much cleaner, compact and efficient to customize and upgrade.



The separation of presentation and business logic, along with a single-frame interface and optimized Cascading Style Sheets allow for a highly customized solution.



Customized "skins" can be applied to the UI simply by modifying a single style sheet.



Command Library

This is a library that contains the commands that make up the actions of the application. They are the tasks that the user wishes to perform when using the service. Examples of commands include getting emails, deleting emails and retrieving folders. Each command is an individual JSPX page. The commands contain no JavaScript or mark-up language. They only contain tags, and, as a consequence, they are much cleaner, compact and efficient to customize and upgrade.

JSP Documents (JSPX)

Extensive use of JSP Documents (JSPX) has been used with this improved version of the Critical Path Presentation Server. Traditionally, templates created for applications based on Presentation Server have been JSP Pages. JSP Pages use syntax that is not XML compliant for page directives, includes, scriptlets, expressions, etc. Besides not contributing to the readability of the templates, this means that templates cannot be easily edited or parsed with the standard XML tools often provided with widely used

development tools, such as Eclipse. This standardization around XML has enabled much improvement in readability and debug-ability. This, in turn, creates productivity and quality gains for the development of new applications, as well as customization. These JSPX benefits have been added in Memova Messaging 8.0, while retaining backwards compatibility of existing tags, which means templates based on Memova Messaging 7.2.1 or Memova Messaging 7.3 can be run on the Critical Path Presentation Server used in Memova Messaging 8.0.

Staggered Upgrade Option

Upgrading all components at once is very difficult, and this is especially true when upgrading to a major new version, such as Memova Messaging 8.0. To ensure that an upgrade can be done to the latest version of the platform while minimizing risk, there is now the ability to perform a staggered upgrade from previous versions of the platform. This means, for example, it is possible to go from Memova Messaging 7.3 to Memova Messaging 8.0 in a phased manner. It is also possible to go from Memova Messaging 7.2.1 to Memova Messaging 8.0 in a phased manner.

Customers can do an upgrade starting with the schema first, then upgrading the backend components, and then finally upgrading the front-end UIs. Once the components have been upgraded to the latest version, a period of time can elapse before the new capabilities are enabled, ensuring that each stage was successfully upgraded before moving on to the next.

If UI customizations have been done on Memova Messaging 7.2.1 or Memova Messaging 7.3 templates, it is possible to use these on the Memova Messaging 8.0 version of Presentation Server. This allows the servers to be upgraded first while retaining the current customization. Once successful, the Web 2.0 experience can then be added.

Summary

As the breadth and depth of Internet services continues to grow, consumers are increasingly demanding more sophisticated applications from their service providers. At the same time, the growing complexity and number of standalone services has overwhelmed many users who are looking for simpler ways to manage their online lives. The Memova Messaging 8.0 solutions address these operator challenges by providing feature-rich messaging services that place the user's contacts at the center of the messaging experience. By incorporating the latest technologies with an integrated and easy-to-use consumer experience, Memova Messaging 8.0 offers a broad range of value-added services, allowing operators to clearly differentiate themselves from the competition.

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