

## TOKES

This new mobile messaging system is easy to use, useful and a lot of fun. Tokes can be used to send frequent messages such as "I've arrived", "I'm busy" or "OK" in a new and different way. When a user receives a toke the handset plays a special tune, vibrates in a certain way and an icon appears on the screen.

The service has been designed and developed by Telefónica I+D and is being rolled out in collaboration with Huawei Technologies as Telefónica's network services provider in Latin America.



### Application and Use

The system is based on a mobile application developed for Java-compatible medium and top range mobile handsets (JME). Tokes can be sent to as many as eight contacts from the contact list at the same time, and, when received on a handset where the application is installed automatically, they are played according to the established preferences. When a user receives a toke, the handset vibrates in specific way (making it possible to know which message has been set without having to look at the mobile). The number of keystrokes needed also reflects how easy to use and useful this application is. While at least 16 keystrokes are needed to send an SMS containing the text 'hello', a toke conveying the same message can be sent using just four.

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The application can also be used in advertising, with logos or brands inserted in these messages. This would boost brand image and give companies a youthful and modern flair.

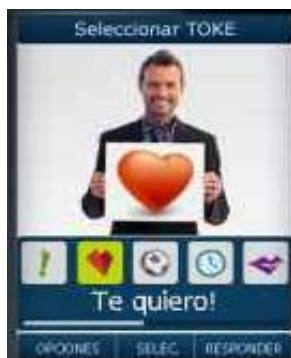
If the person receiving the token does not have the application installed, an SMS will be sent notifying the user that it has been sent and inviting him to download the application. Also, according to the configuration of the handset, non-registered users may receive MMS messages.

## Technology used

The solution is based on a JME mobile client and an SMS-based transport protocol to avoid data access requirements.

## Development of the service

Tokens can be used in the following ways:



- **Personalisation:** the range of graphics that can be used for tokens is one of the most attractive points of the service. Strong demand for personalising the service is expected, allowing users to change their tokens to include the colours of their football team, to emulate popular TV programmes or toys or even download new tokens.
- **Sponsorship:** The possibility of partly or fully subsidising the service in exchange for tokens containing advertising images is being considered.
- **Swaps:** Young people will be able to swap tokens just as they swap football cards and other trading cards.
- **Improving communications:** Tokens may enhance certain frequent communication scenarios:
  1. Intelligent rejection: if a user receives call that he is unable to pick up, in addition to rejecting it, a token can be sent automatically with the message "I'm busy" or "I'll call you later", enriching the communication experience for both parties.
  2. Call me: The service will allow users of pre-paid phones with no balance to send free token messages such as "Call me".