










e-Business Model Classification

GROUP	MODEL	SELLS	EXAMPLE
Products/services	Brokerage	Transactions	
Products/services	Advertizing	Promotion banners	
Products/services	Infromediary	User info	
Products/services	Merchant	Products in a category	
Products/services	Manufacturer	Manufactured products	
Products/services	Affiliate	Integrated promotion	
“Faith”	Community	Donation opportunities	
Digital products/services	Subscription	Flat rate access	
Digital products/services	Utility	Metered access	

- GSM Association Ph1
- GSM Association Ph2 Evolution
- Open Mobile Alliance Enabler
(non mandatory item)

Key m-services specs

2 SW Keys +
Back/Erase or
2 SW Keys
B&W 80x57
(Colour 96x98)
Operator Key
Select/Accept and
Back/Erase keys
Minimum 120x120
At least 256 colours
Battery life

XHTML WCSS page
30 kB
Homepages
Numbers
Java apps
Ringing tones, ..

Icons and indications
Inbox alert

Repository for
min 10 of each
media types
Ringtone/MIDI
Wallpaper and picture/
JPEG, WBMP, GIF
(Games)
(Speech)
(Audio)
(Vidoe)

(Menus)
(Directories)
Pre-emptive
multiprocessing

OMA Billing Framework

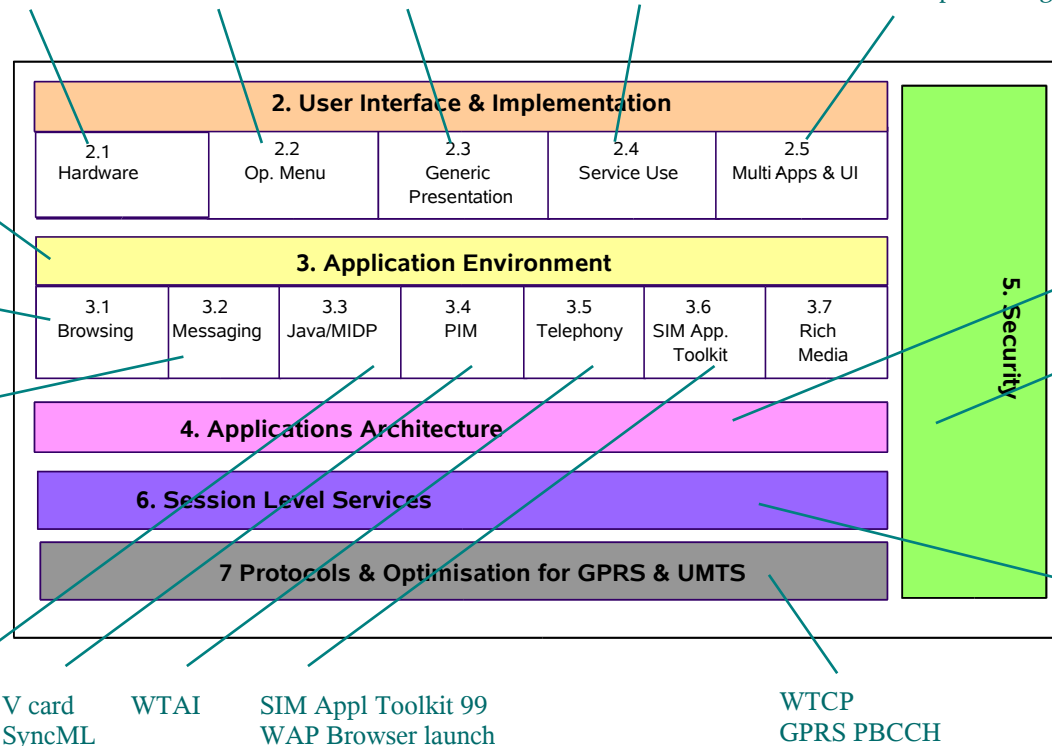
(OpenWave
XML extension
(hyperlink underlining)
(selection lists with access
keys))

Direct Access Keys
WAP 2.0 WAE
XHTML MP, WCSS
WML 1.3 for backward
compatibility
Min 20 bookmarks
OMA Browsing

Messaging access when address visible
Telephone access when number visible
Email access when address visible
URL access when visible
Long SMS
MMS over HTTP
MMS with XHTML, WCSS, SMIL
OMA Email Notification
OMA IMPS
OMA Multimedia Messaging Service

(CLDC 1.0, MIDP 2.0)
(Java Basic and Enhanced
profiles on top of MIDP 2.0)

UAProf
OMA UA
Profile



V card
SyncML

WTAI

SIM Appl Toolkit 99
WAP Browser launch

WTCP
GPRS PBCCH

Cross Triggering

DRM forward lock
no means to bypass DRM
Protection against Trojan horses
Root key management
SIM/USIM based authentication
OMA Digital Rights Management
OMA DNS

Cookies
WAP Push
WAP Provisioning
SSL
OTA

(Download FUN
by Openwave)

OMA Client Provisioning
OMA Download