

**cloud**aware

**Remind Me**

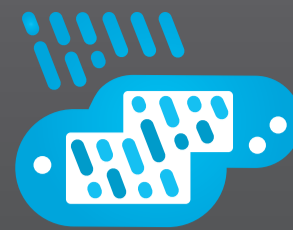
PENDING TASKS AND ACTIVITIES

**Inform Me**

NEWS & SUBSCRIPTIONS

**Discover something**

NEW SERVICES & APPLICATIONS



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## PREMISE

In today's mobile world the phone is not just a phone anymore - it is a powerful device that helps us manage our personal lives. With a mobile device, not only can we keep in touch with people, but can update ourselves with vast amounts of knowledge and 'micro-managing our lives'. However, not everyone uses the phone optimally to its full potential, neither does the phone allow this kind of optimal use. Why?

### Too much data. Too little recall.

Since phones have become so ubiquitous in our lives, we rarely realize that they are also vast repositories of our data (contacts, photos, videos, songs, notes, emails). We also tend to forget what we have stored on our phones if we do not use that particular application frequently enough. Therefore this information remains in our phones unused and wasted.

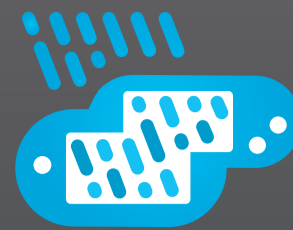
### Hidden features & applications on the phone

Many features are hidden deep inside & tucked away deep down in the menus. An average user does not go deeper than 3 levels of an interface therefore leaving some interesting & sometimes even vital applications (for e.g.: Sync, Chat) undiscovered.

### Rapidly growing market of mobile services & applications

The market of mobile applications and services is constantly growing and there are many interesting services & applications targeted to all kinds of users. It is hard & time consuming for any individual to filter through & stay updated with all the relevant services & applications tailored for his/her usage.

**Well, not any more. Cloudaware will keep you updated, informed and aware of everything that you can do with your personal information cloud.**



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## THREE DIFFERENT EXPERIENCE PROVIDED BY CLOUDAWARE

1. Remind me
2. Inform me
3. Discover something

### /// HOW IT WORKS (USER POINT OF VIEW)

Cloudaware will be able to scan through all the data & activity on the users mobile device, may it be a phone book, saved notes or frequency of connecting to wi-fi zones. It will recognize certain patterns in the content and suggest relevant webservice and applications that will support the tasks the user is already doing.

Example for 'Discover something': Lets say the the user has a lot of of international phone numbers stored on his phone and most of the day he is usually in his office or at home, and both the places have wi-fi connectivity. Cloudaware will make then put these two together and suggest that he uses the Truphone VOIP service.

Similary, even for the 'Inform me' & 'Remind me' features, Cloudaware will scan the users online webscape (after authorization from the user) and suggest tasks and activities that are incomplete or deliver latest feed updates to the mobile device.

### /// HOW IT WORKS (BUSINESS POINT OF VIEW)

Although 90% of the services will be suggested by pattern recognition of the users data and activity, there will also be an opportunity for sponsored promotion of one service per category per use. A service provider could buy keywords from Cloudaware (e.g.: 'voip', 'spreadsheet', '\$') that would best describe his product and in return, Cloudaware will show the sponsored service or application as the first in the list when the pattern recognition program came across that word.

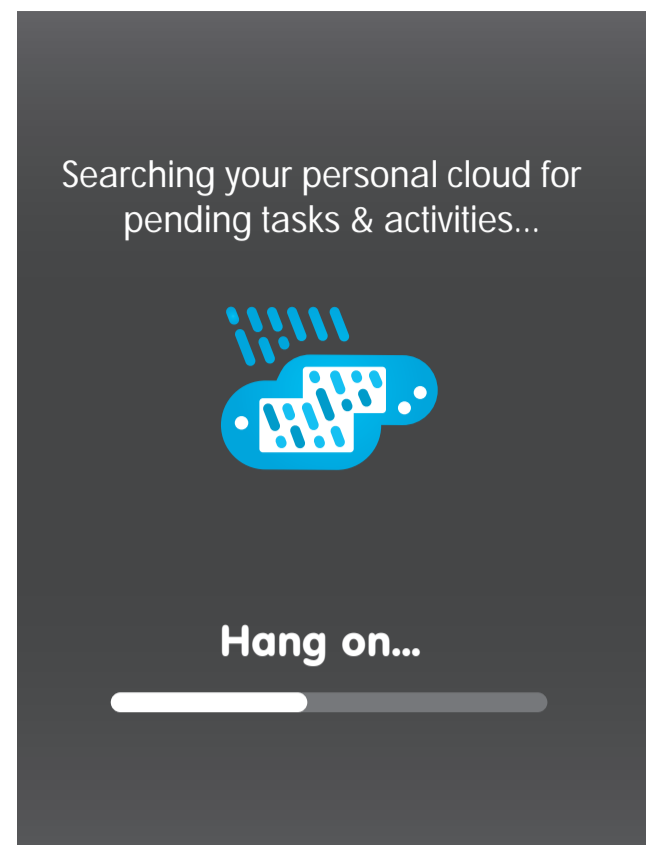


# Remind me

Allowing the user to forget the details and reminding him on demand.

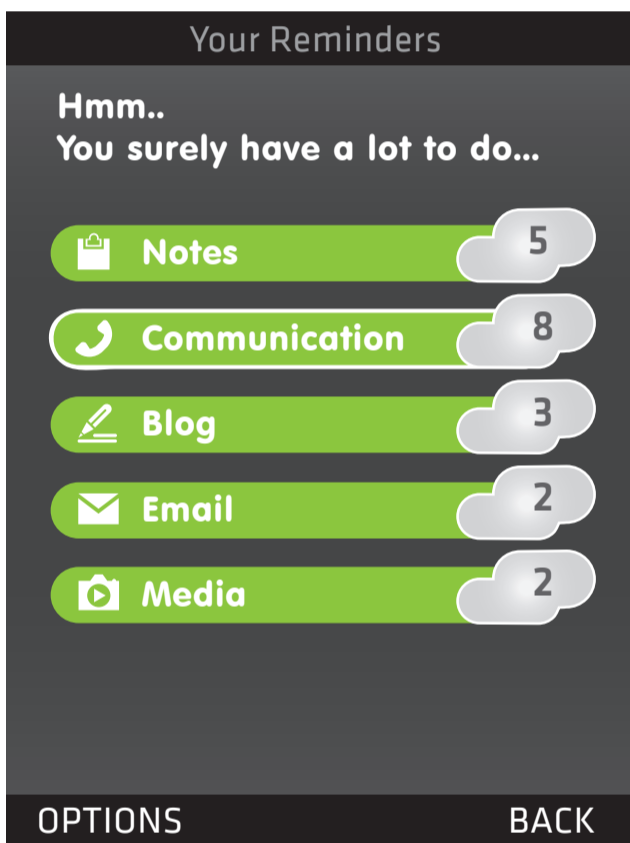


Choose the option 'Remind me' to retrieve your pending tasks & activities

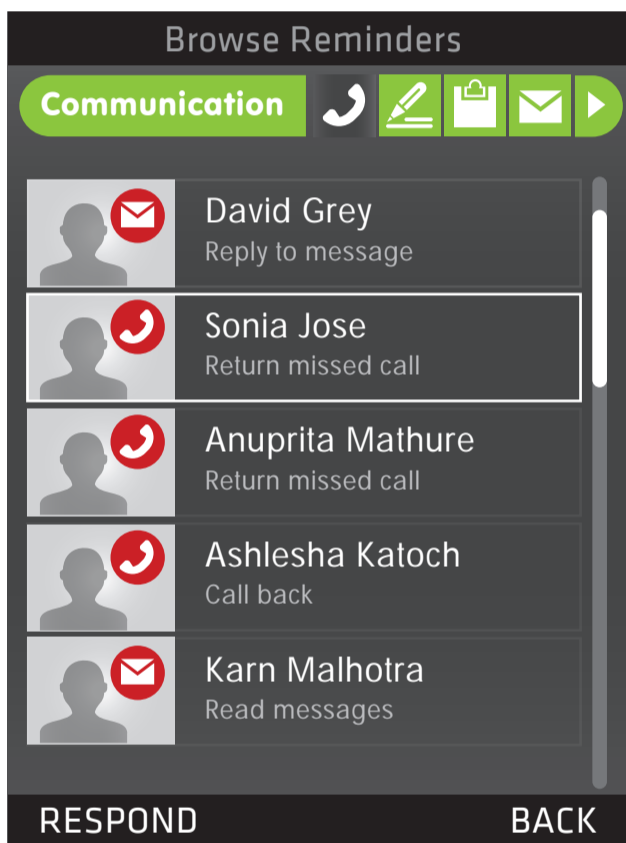


Looking for activities you have either left incomplete or marked to do later

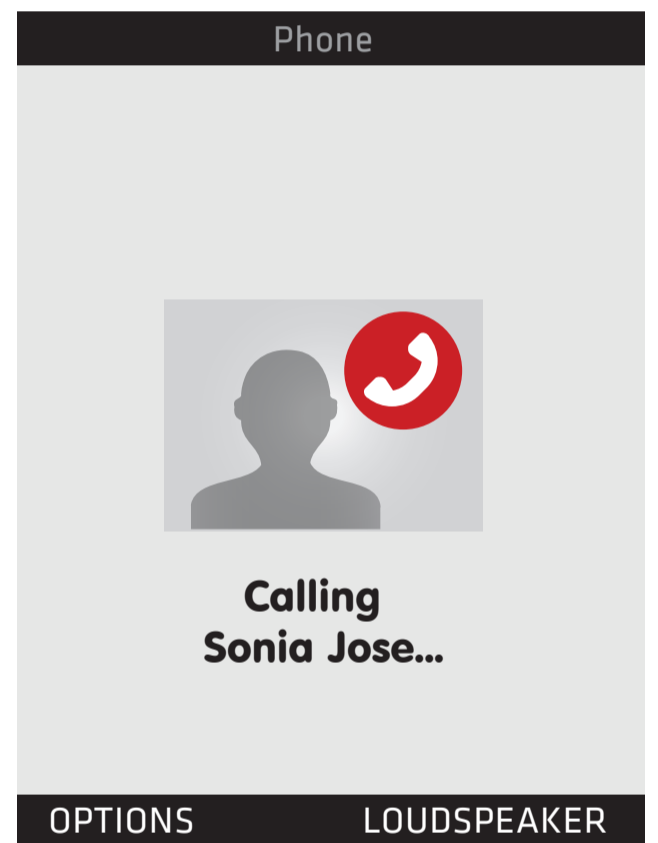
EXAMPLE: COMMUNICATION



The results show the categories & numbers of reminders that each category contains...

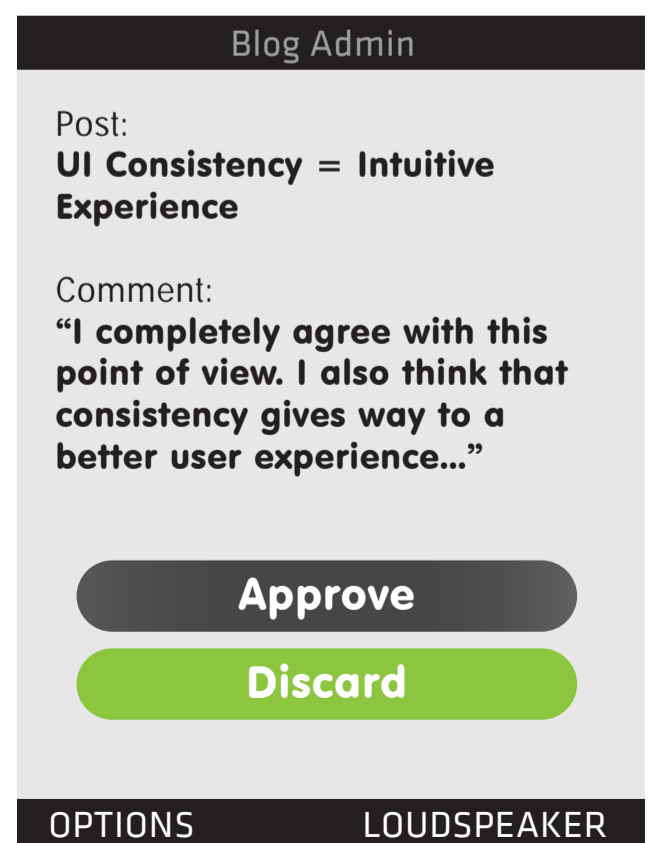
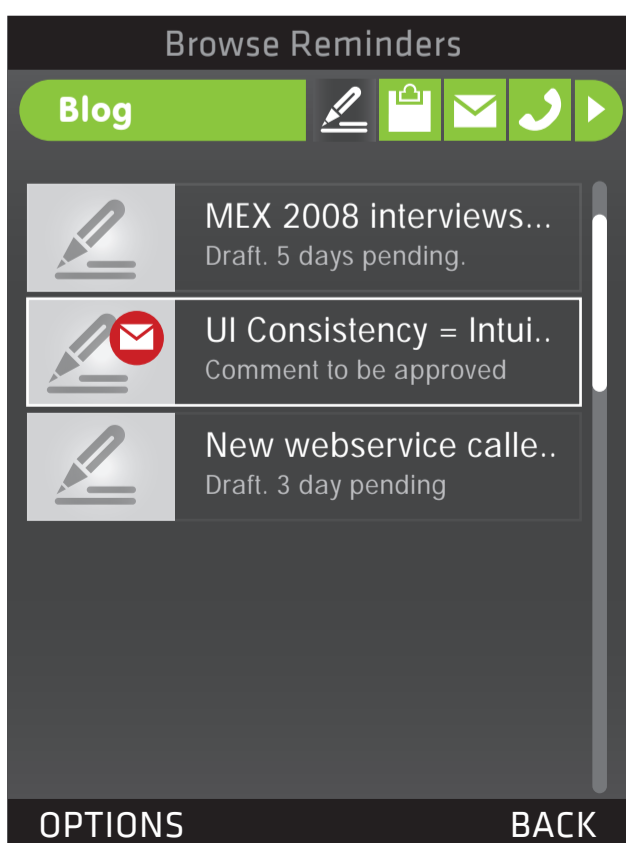
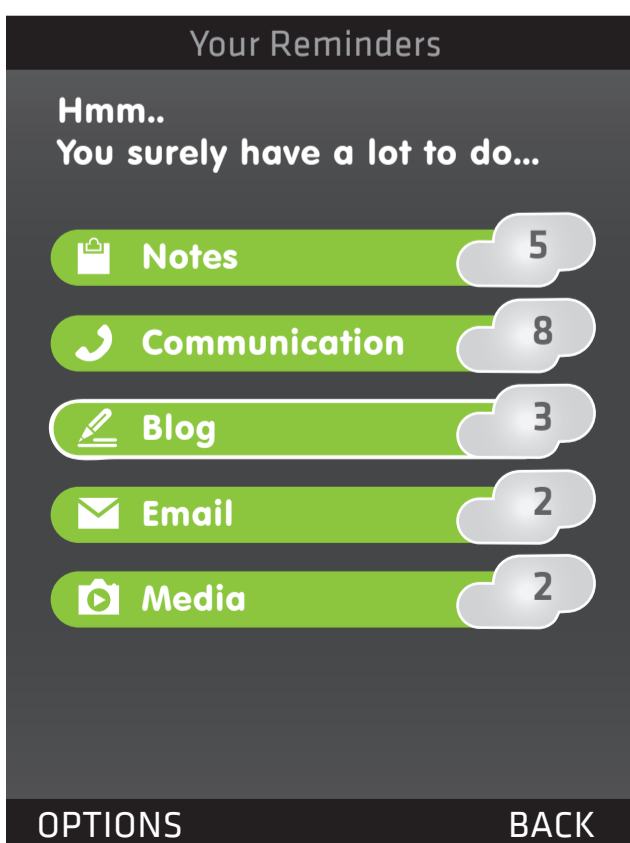


On entering a particular category you can take action on the reminder according to the content.



You can take the necessary action for the reminder from the application itself.

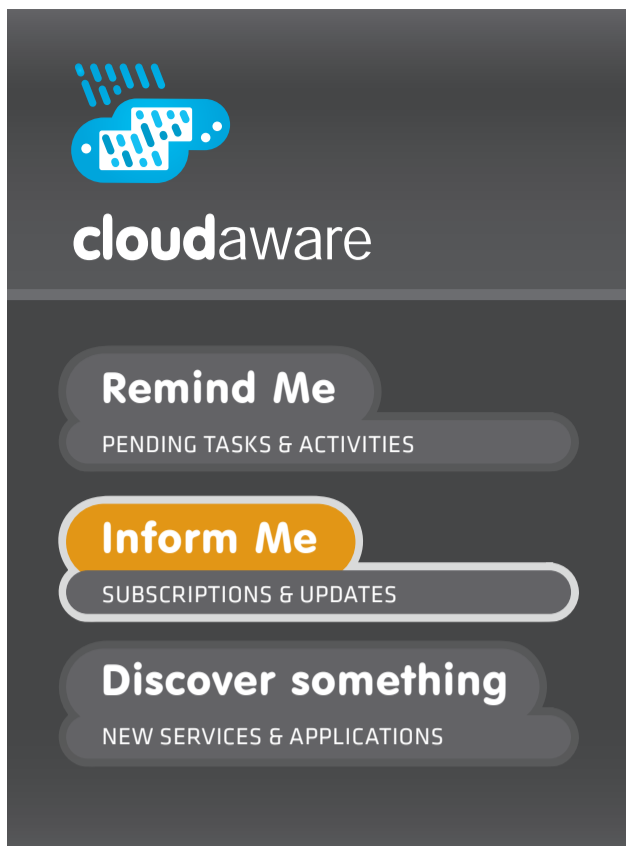
EXAMPLE: BLOG



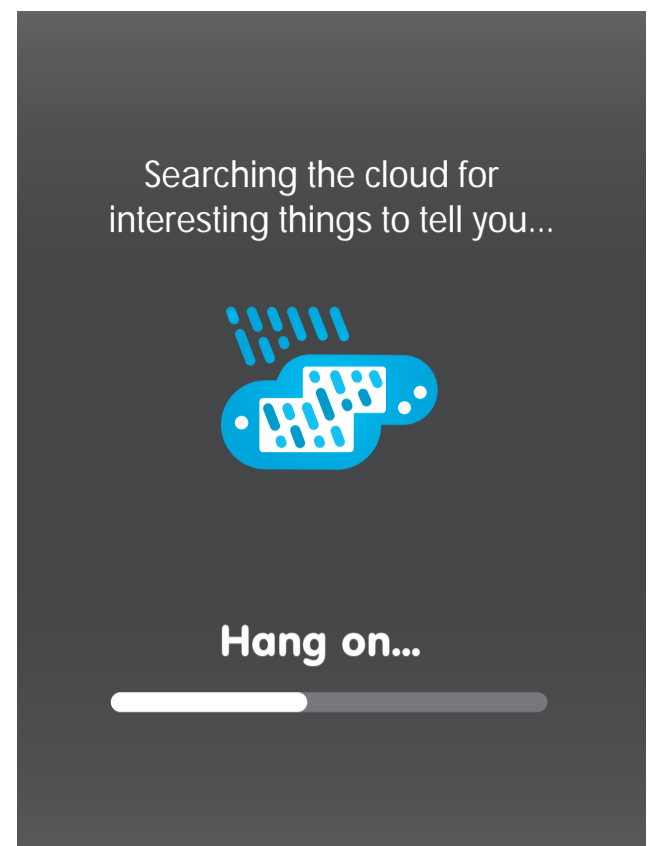


# Inform me

All the good stuff delivered right to the users' mobile device.

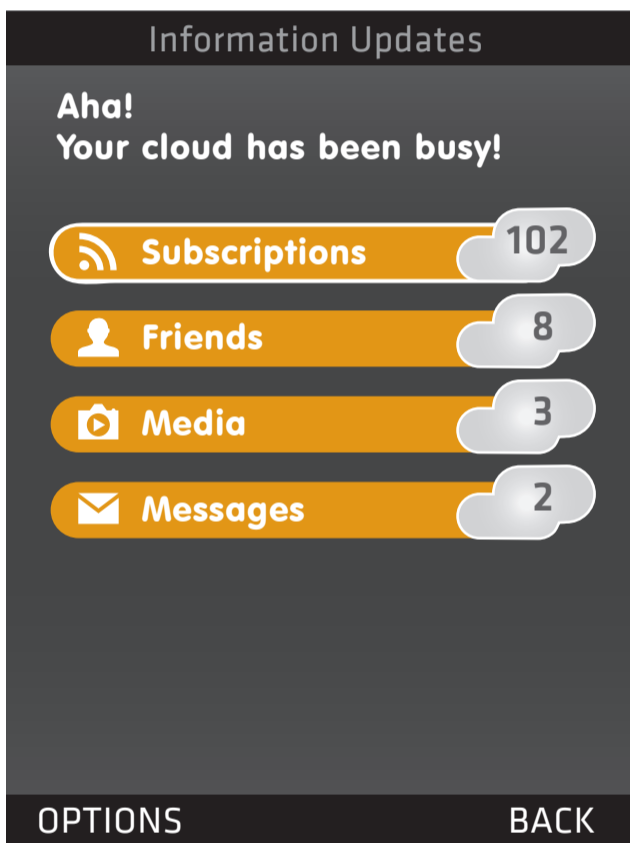


Choose the option 'Inform me' to get your online subscriptions & updates

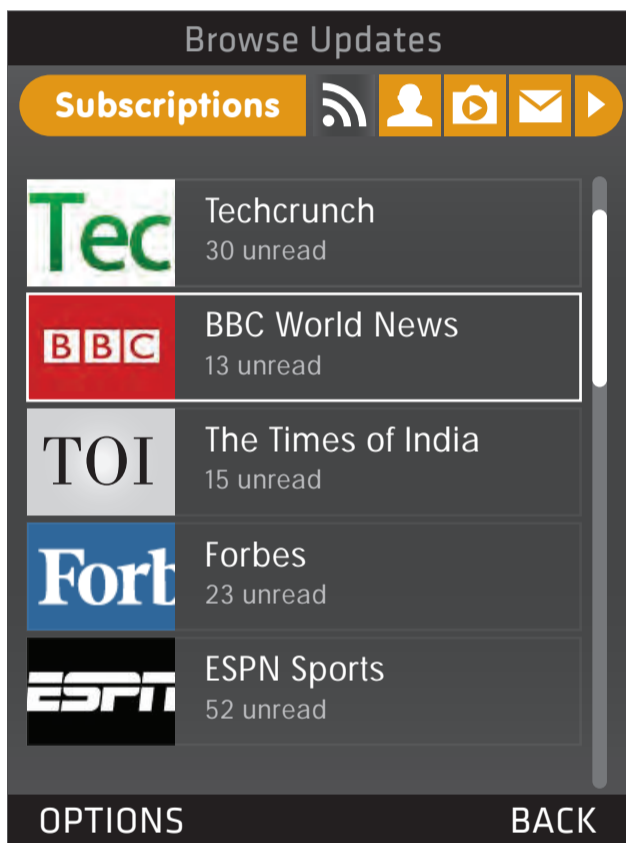


Looking for new updates from subscriptions made by the user earlier

EXAMPLE: SUBSCRIPTIONS



The results show the categories & numbers of updates you have under the subscriptions head.



On entering a particular category you can see all the related feeds subscribed to under that category



Once the subscription is clicked on, you can browse through a list of the latest news articles.

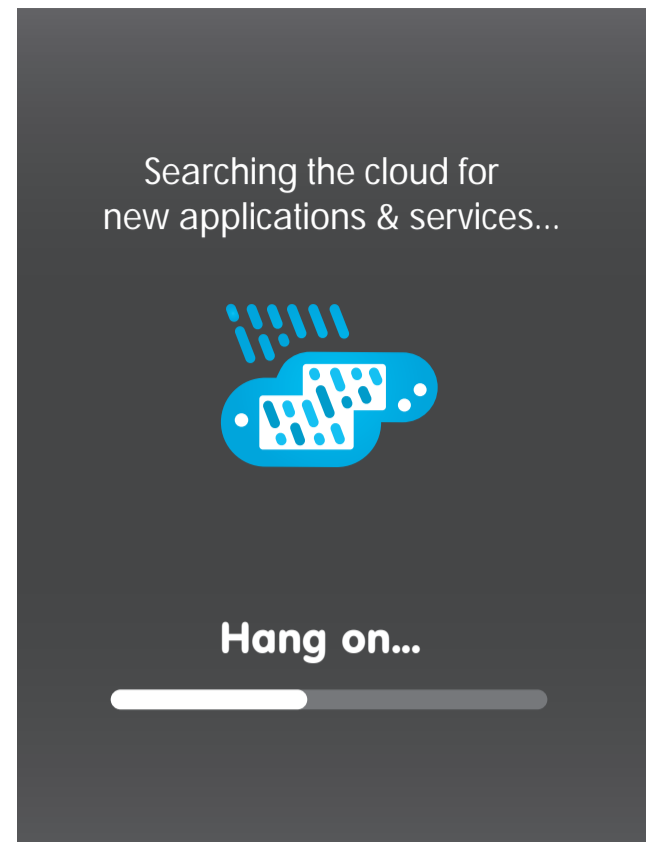
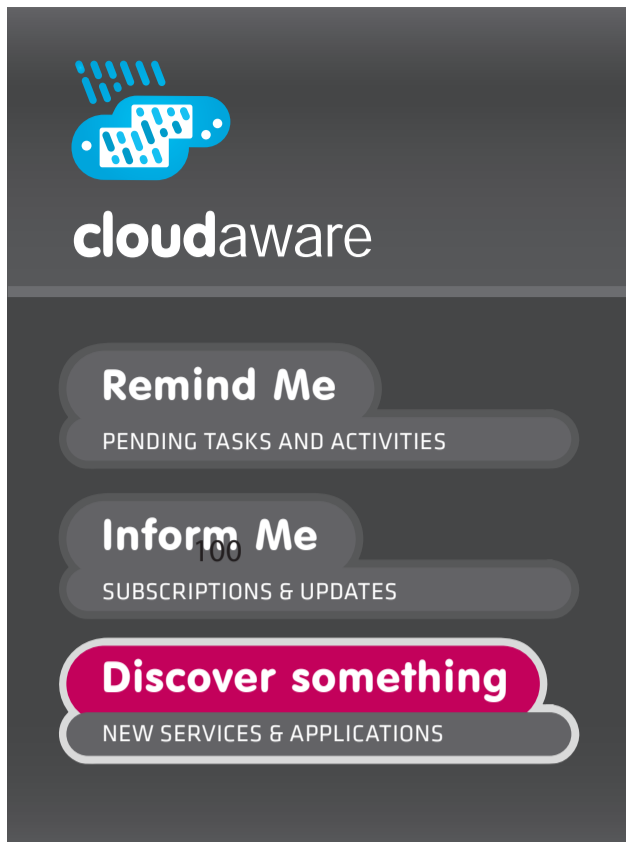


On entering a particular category you can see all the related feeds subscribed to under that category



# Discover Something

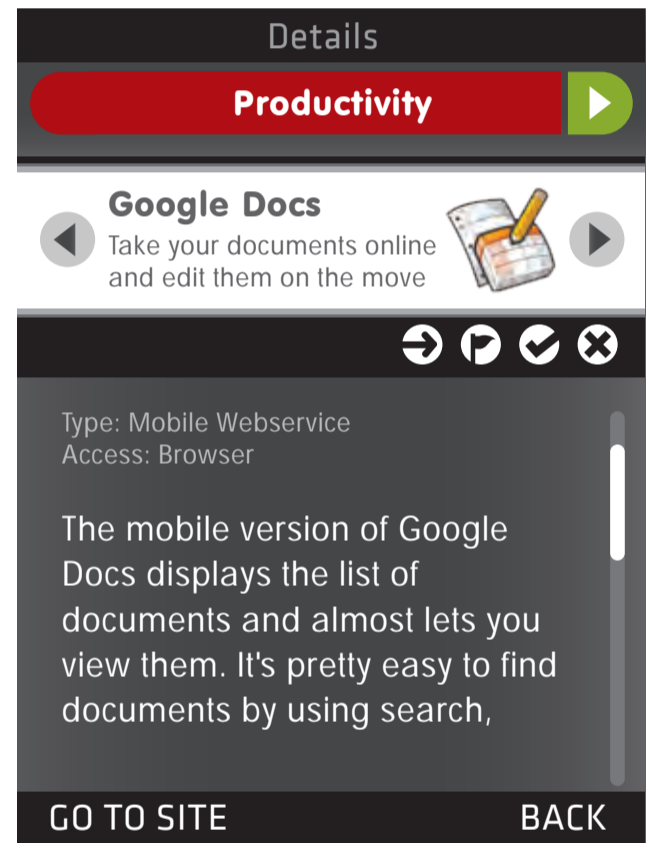
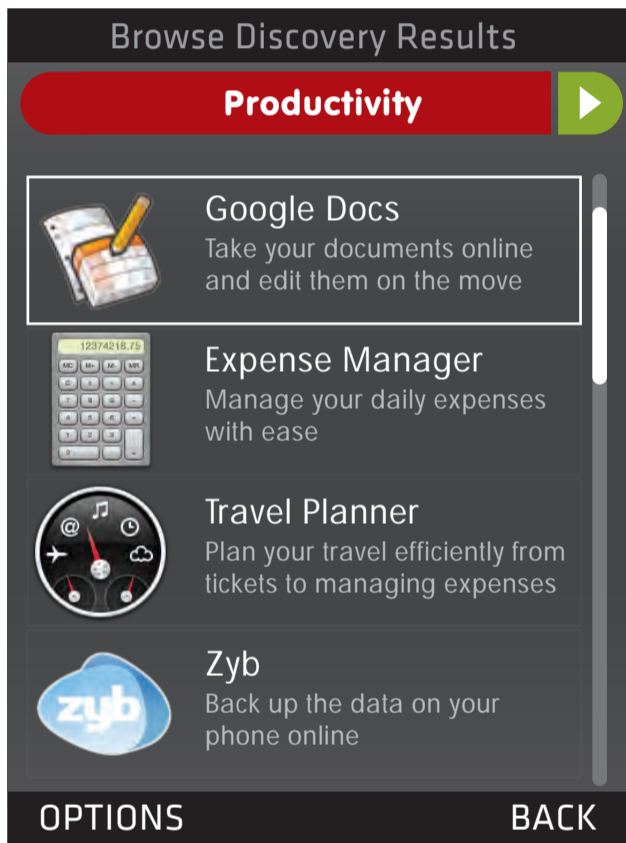
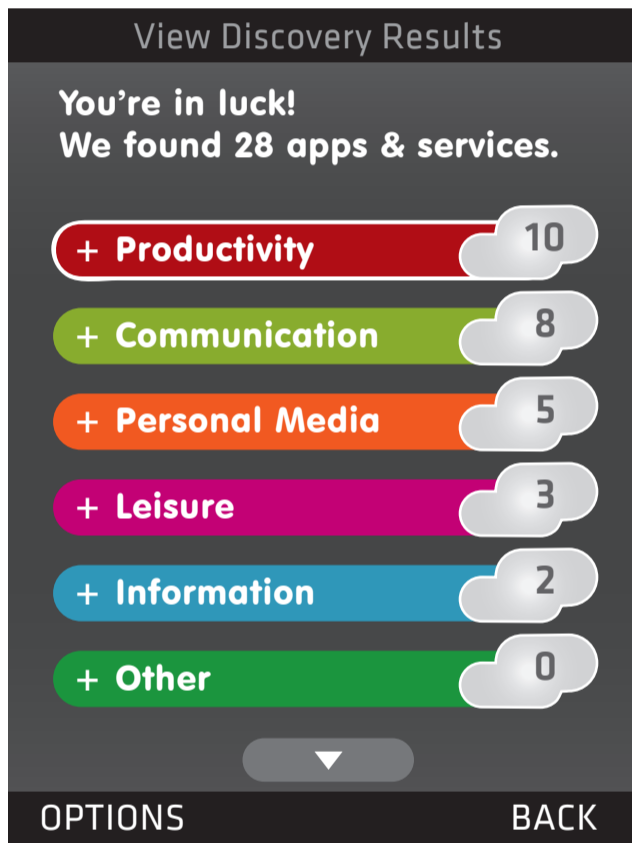
Delighting the user by showing him services relevant to him/her.



Choose the option 'Discover something' to find new applications & services

Looking for new applications & services for your usage patterns

EXAMPLE: PRODUCTIVITY

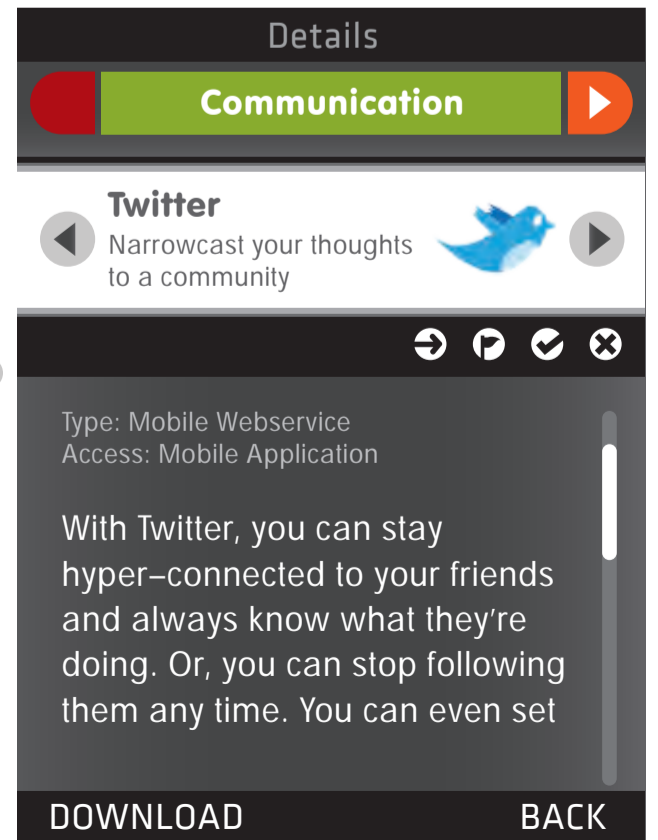
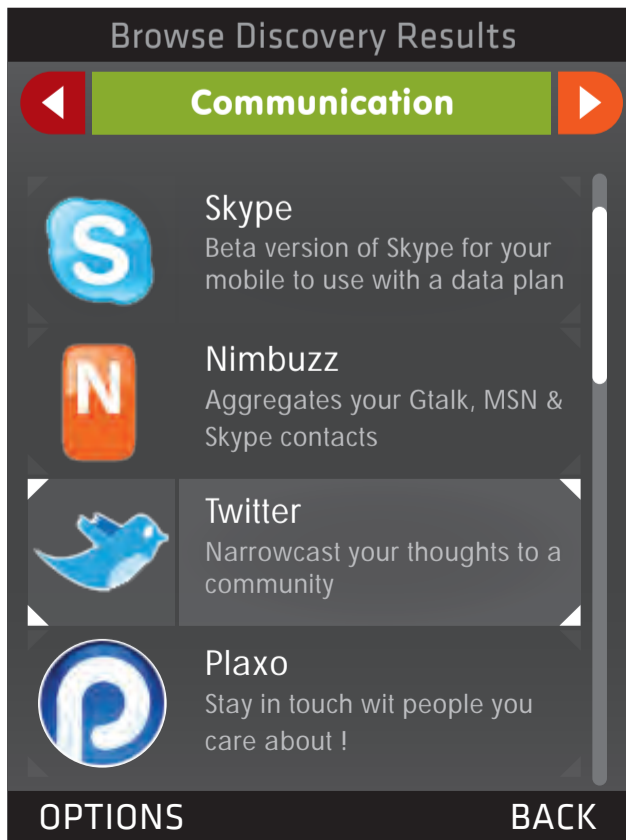


The results show the categories & numbers of applications & services found.

On entering a particular category you can see all the related services & applications with basic descriptions

Select an application & you can find out more about it, download it or share it.

EXAMPLE: COMMUNICATION



OPTIONS

BACK

OPTIONS

BACK

DOWNLOAD

BACK