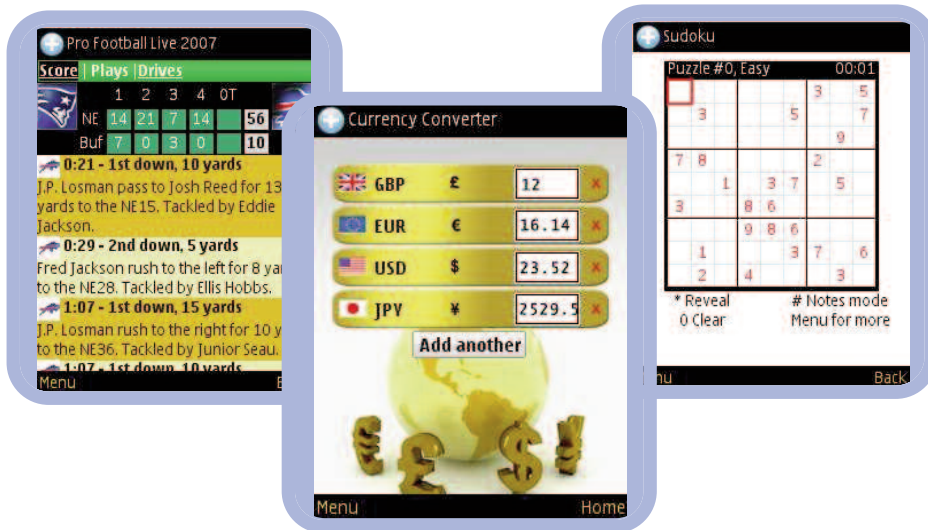


Plusmo Brings Mobile Widget Gallery to S60 Devices



Plusmo brings a variety of widgets to the world, ranging from utilities like a currency converter, to a Sudoku game, to special sports information feeds.

Wouldn't you like to have all of the functionality that you see on your PC or Mac just magically show up on your S60 3rd Edition device? That thought is no longer a wish, it is a reality made possible by the running of widgets on S60 3rd Edition devices. Widgets are lightweight Web applications developed using the same well-known standards-based Web technologies – AJAX, CSS, XHTML and JavaScript – used to create Web pages. Each widget is a small piece of code that performs a very specific function, and these widgets are supported by the Web Run Time part of Feature Pack 2, which is now available for S60 3rd Edition devices.

One of the world's most prolific sources of mobile widgets is the Santa Clara, California-based startup, Plusmo, Inc., which has been in operation since 2005. The company has been working with early versions of the Feature Pack 2 SDK for S60 3rd Edition devices since the summer of 2007, and has already developed a portfolio of multi-media S60 widgets for sports, including Pro football, USA college football, cricket, and more. Between the widgets that the company itself has generated and the widgets that its users and publishers have generated, there are now more than 20,000 widgets available overall.

“The advent of a widget-compatible runtime on the S60 3rd Edition is great. It helps to overcome the largest factors that have kept people from using more Web applications on their mobile devices.” -- Srinivas Mandyam, chief technical officer and co-founder, Plusmo.

Plusmo puts sports on your S60 3rd Edition device

“The advent of a widget-compatible runtime on the S60 3rd Edition is great. It helps to overcome the largest factors that have kept people from using more Web applications on their mobile devices,” says Srinivas Mandyam, chief technical officer and co-founder of Plusmo. “For one, it helps to solve the problems of discovery. Instead of having to launch the mobile browser and type a web site name, users get 1-click access to specific widgets that they want right up front where they can find it. Also, the widgets keep the information the user wants live and current, without the user having to keep reloading the page. Thirdly, the browser on S60 devices which is based upon the Webkit open source project, is a powerful and full-featured browser, and it solves the problems of rendering complex HTML pages with multiple tables and Javascript routines.”



Plusmo, Inc.
Santa Clara, California
www.plusmo.com



“Forum Nokia PRO was very active in helping to promote our widgets, such as by demonstrating them in the Nokia booth at the CTIA show in 2007 and also at the 3GSM show in Barcelona,” says Srinivas Mandyam, chief technical officer and co-founder of Plusmo.

Looking ahead:

In coming months, Mandyam is targeting 100 million widget page views per month. “We are expanding in a number of ways, one of which is to continue along the sports theme this year and offer soccer, basketball, golf and hockey coverage,” says Mandyam. Plusmo is also working on offering a developer toolkit to make the creation and deployment of mobile widgets really easy. “Developing mobile widgets based on standards significantly reduces the barriers for mobile development. Web developers can use familiar concepts and methodologies to build mobile widgets for the S60 platform. With the convenience that widgets offer and the ease of development, it is not surprising to see a plethora of widgets proliferate on mobile devices.”

Forum Nokia Pro Success Story

Continue

Sports are just the beginning

Plusmo does more than develop widgets—it opens up the widget creation and publishing process to others. “We have a large number of user-generated widgets available on our website,” says Madyam. “We make it easy for end-users and publishers to submit a widget and add it to the Plusmo Gallery. Also, they can add a Plusmo widget to their blog or home page and make it easy for readers to get that blog on their mobile devices.”

Plusmo also works with brands and media companies to create interactive widgets with a mobile-friendly user experience. “In the fall of 2007, we made Pro football, USA college football, and cricket information available to consumers via widgets that we created,” says Madyam. “These allow them to track live games on a play-by-play basis, and can also do things to alert the user when a touchdown is scored. To do these additional features, we used the APIs available on S60 3rd Edition Feature Pack 2. That allowed us to do things like buzz the phone or ring the speaker on sports events.”

“We distribute our widgets for free and encourage others to place them on their web sites.” --- Srinivas Mandyam, Plusmo.

The widgets allow users to get very specific and personalized information. For example, a college football fan might be interested only in the activities of teams they love or hate such as Ohio State Buckeyes and the LSU Tigers, and the widgets may be personalized to specifically follow those teams. “Fans never have to wonder about the score since they can track live games and get up-to-the minute scorecards, news and schedules for any team they like,” says Mandyam.

The concept of specific information feeds applies to other sports as well. “In commonwealth countries, for example, cricket is very popular. You can go to <http://www.cricinfomobile.com/mobile/mobicast.html>, for example and select our ESPN India MobiCast widget for your S60 phone. This gives you live ball-by-ball commentary pushed to your phone with every ball for all international cricket matches,” says Mandyam.

Beyond sports

Mandyam points out that the majority of Plusmo widgets do not involve sports, but rather a universe of other types of interests and functionality. “There are utility widgets to search for information, read news, access popular web services and also daily features such as horoscopes or cartoons, tools like currency converters, world clocks, and there are many widgets that tie users to particular blogs. For example you can get your daily political fix from the Crooks and Liars Widget or your technology fix The Raw Feed Widget,” says Mandyam.

Plusmo Business Strategy

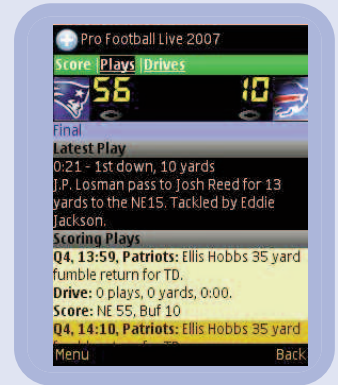
Plusmo’s business strategy is directly analogous to that of broadcast television. “We distribute our widgets for free and encourage others to place them on their web sites. By doing this, we have developed a set of very identifiable, quantifiable, and ‘sticky’ audiences that have demonstrated 15 million page views per month. That is, these people will be very regular users of the information feeds, and that can be the basis for selling branding and advertising space to accompany the information feeds,” says Mandyam. “In some cases, the operators come to us with a need for a specific widget and put it out as part of their decks. T-Mobile is an example of that. In other cases, it will be other commercial entities that want to sponsor the branding and advertising.”

How Forum Nokia PRO helps Plusmo

Besides providing a widget-capable platform with S60 3rd Edition Feature Pack 2, Forum Nokia has also provided Plusmo with some key help along the way, Mandyam says. “Forum Nokia PRO was very active in helping to promote our widgets, such as by demonstrating them in the Nokia booth at the CTIA show in 2007, and also at the 3GSM show in Barcelona,” says Mandyam. “Forum Nokia PRO and its leadership team was also instrumental in providing us with early prototypes of the platform, devices and knowledgebase required, which we could then use to test our widgets. This was absolutely essential to the development process.”

For more information, go to:

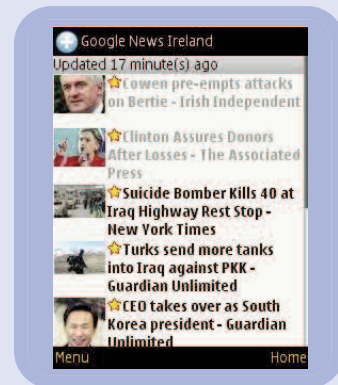
www.nokia.com/developer



Among the many Plusmo widgets are ones that connect the user to pro football information...



...to cricket information on the ESPN Cricinfo Mobicast



...and to direct news feeds.



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