

## Product Features

### Standard Portlets

- Intuitive UI layouts
- Easy navigation

### Custom Portlets

- Coded specifically for function
- Can integrate to external systems

### Content Management

- Create, edit, and publish content
- Templates to simplify changes
- Workflow & versioning

### App-like functionality

- HTML5 capabilities, video, geo-location
- Menus, tabs, transitions

### Device Optimization

- Content rendered based on device capabilities

### Easy to manage

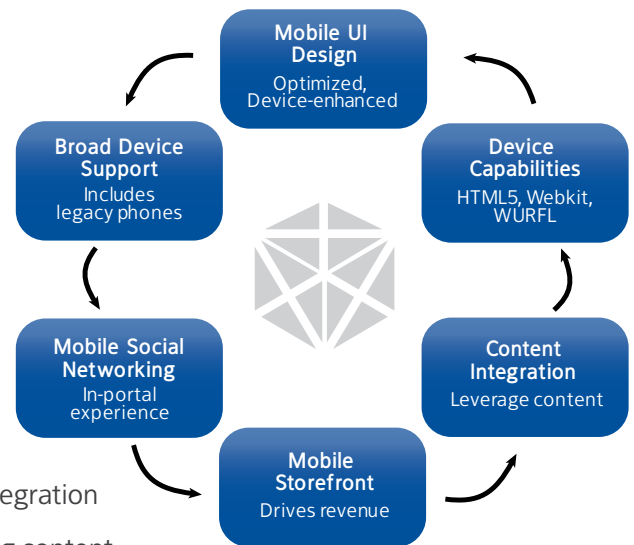
- Central content database
- Content migration utilities
- Supports load-balancing, redundancy, alerting

## Driving Increased User Interaction and Content

The mobile world is evolving. Social networking, App stores, location-based services and mobile gaming allow smartphone users to access what they want, when they want it. **Xtreme Labs** has created a new mobile web platform **XLmagic** that makes it easy to build a mobile website that engages all phone users, increasing traffic and revenue.

## Designed for Mobile Operators

- Supports ALL mobile smartphones and feature phones, including HTML5 and WAP
- Comes with thousands of device profiles used to optimize the web and browsing experience for each subscriber
- Provides a mobile portal with standard modular portlets that easily implement social networking and content integration
- Easily connects with existing content and drives increased subscriber interaction with search, advertising and content services
- Has the scalability, redundancy and load-balancing capabilities required by all mobile operators



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