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Available on a wide range of mobile devices




**campusM™** Your student life in the palms of your hands [www.ombiel.com/campus.html](http://www.ombiel.com/campus.html)



## Agenda


- Background
- Overview
- Device Support
- Demonstration
- Architecture

## oMbiel Background




- Consultancy
- Product Development
- Systems Integrator and Web 2.0
- 15 Years experience
- BPM, SOA, Portals
- Database and integration experts
- Product Development
- Winners of various Technology and Customers Awards
- Development of mobile business applications for rapid mass-market adoption
  - Cloud computing
  - Software as a Service
  - Service Oriented Architecture

**Bring Students all of the campus services they need, on the computing devices they use**



## The Rise of the Smartphone

- Key Technology Enablers
  - Increasingly more powerful devices  
Improvements in processing capability, memory, UI, battery plus features including video, camera, GPS, Bluetooth, Wi-Fi, – adds up to a very strong mobile computing hardware
  - Faster and Accessible Networks  
Wi-Fi, 3G, 3.5G
  - Adoption of Service-Oriented Architecture & Web Services  
Industry Standard for sharing data  
All Application Vendors are adopting SOA  
IT Departments are creating web services
- Mobile applications renaissance is dominated and led by Consumer Apps > Enterprise Apps Now Emerging!




- campusM™ for Students
- campusM™ for Open Days
- campusM™ for Visitors
- campusM™ for Conferences
- campusM™ for Staff
- campusM™ for Alumni

## campusM™ for Students



**“Bring Students all of the campus services they need, on mobile devices they love using.”**

- Alerting Students to deadlines (assignments & library books), University / Campus Announcements, Timetable changes
- Search the University directory
- Library Information – view library record, search catalogue, reserve/renew books
- Search Campus maps and find directions
- PC Availability
- View Timetables, Finance, grades, course details
- University & Faculty News
- “Find My Friends”
- University Pocket Guide
- University Adverts / Promotion / Awareness



## Device strategy: App vs. Browser

**Apple’s App Store**  
 After 1 year - July 09: 1.5 Billion downloads and 65,000 apps  
 January 2010: 3 Billion downloads, 115,000 apps

- Push notifications
- Less network traffic
- Work off-line
- Best possible user experience
- Fully exploit built-in smartphone features

However browser based approach also has merit...

**oMbiel solution: Do Both!**

## campusM™ Device Support

Available on hundreds of devices:  
 Inexpensive Java phones to sophisticated pda-like handsets

Available Now: Apple OS, Java and Symbian

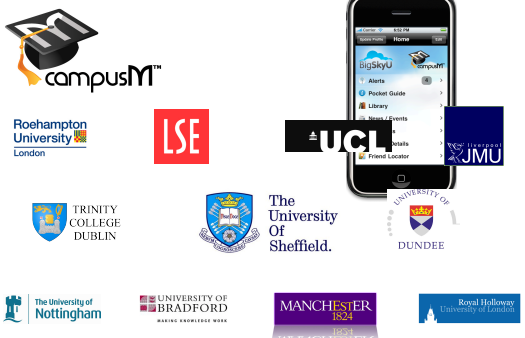



2010 Release: Browser and Android

Available on a wide range of mobile devices



## campusM™ Adoption

## Architecture

