pushMobi

This is the most potent push messaging system in mobile.

Push notifications began as something of a work-around for a lack of background processing. They allowed app publishers to send simple notes to their users when the app wasn't running. So for instance, a gaming app can tell you, "it's your turn," or a coupon app can tip you off that "time is running out" in an effort to draw you back into the app. The idea was a powerful one, but the systems have been stiflingly limited — until now.

appMobi has engineered pushMobi: a rich media, cross-platform push messaging system that not only delivers push content through apps, but also through mobile webapps and appMobi-enabled websites. With pushMobi, simple notification delivery systems have been extended to become a dynamic, impactful marketing and communications channel.

Going beyond simple notifications.

Sometimes a concise, well-crafted blurb of text is all you need to get your message across quickly — and you can certainly use pushMobi to send these simple notifications. But what if the idea you need to communicate is a little more complex? What if you want to go deeper?

With pushMobi, you can send truly immersive messaging. Include a variety of media including video, audio and images. You can send a message that directs recipients directly into a specific point in your mobile app, webapp or site. You could even inject an interactive HTML5 bundle. A creative, new world of possibilities awaits.
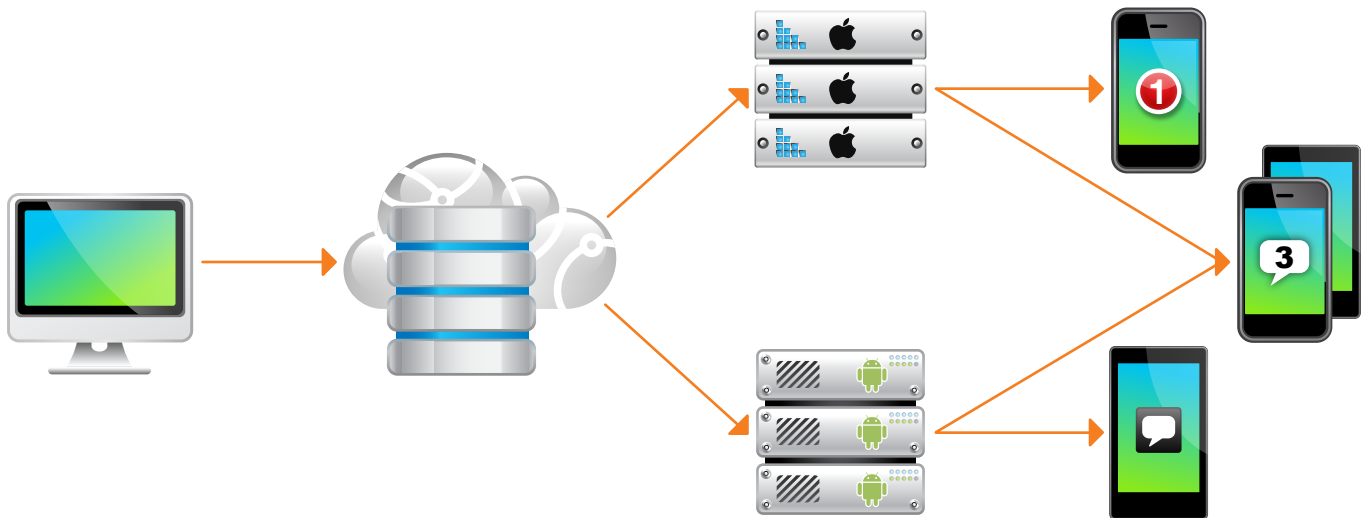
Pioneering new frontiers in delivery.

appMobi's pushMobi service offers cross-platform delivery of push content to apps. We'll be honest. We aren't the only push service to do that.

We *are* the only one to do it with rich media, but what truly sets pushMobi apart is that it offers a brand new pipeline. No other push service in existence offers push for mobile websites. Now subscribers can receive push messages from websites directly through the MobiUs webapp browser.

How does the pushMobi system work?

1 **Message Composition**

Once pushMobi has been activated for an appMobi app or a registered appMobi-enabled website in the appMobi Management Console, an appMobi Services Manager can begin sending pushMobi messages.

Sending simple text messages is as simple as composing your message and selecting recipients. Rich media previously saved in the embedded editor is available from a drop down.

Messages can be sent to all subscribers, a filtered subset of subscribers or targeted to a single person. A recipient list can be filtered by default parameters such as OS, or by custom parameters.

Once the recipient list and message content is set up, it's as simple as hitting the "send" button.

2 **Upload to the Cloud**

When a Manager clicks "send," the appMobi Cloud Server takes over. Among other things, the server acts as a level of abstraction that allows for cross-platform performance in the pushMobi system. In this capacity, the server sorts message recipients by OS so the messages can be sent through the appropriate message delivery system. It also tags the message as destined for an appMobi app or for delivery within the MobiUs webapp browser.

Finally, the appMobi Cloud Server acts as the storage database for your messages until they are read and also provides hosting for your rich media packages.

3 **Message Delivery**

Messages sent through pushMobi are actually delivered to smartphones via Apple's Push Notification and Android's Cloud to Device Messaging services. This makes for a very reliable delivery system while providing recipients of app push messages with a familiar push messaging experience.

4 **Receiving Messages**

pushMobi messages that are associated with appMobi apps basically appear just as native app push messages do:

1 Apple devices such as the iPhone and iPod will display the typical, numbered badge over the launch icon of the appMobi app.

On an Android smartphone, a user will notice a pushMobi icon in the status bar.

3 Messages that were sent from registered appMobi-enabled websites or to appMobi webapps will be delivered within the MobiUs webapp browser. They are badged on the home screen of Mobius.