

RAGÉ [Revenue Through Advertisements for The Gsm Enterprise]

RAGÉ is a method to deliver mobile advertisements, and potentially other information content, to mobile phone users, by utilizing the dead-time between when a mobile phone call is placed and when it is connected. RAGÉ would utilize this brief dead-time to send advertising or other content to the calling party while the call is being connected across the Mobile Service Provider's (MSP) network. When the call is connected, the advertisement would be broadcast to the calling party.

Salient Features:

- The caller can receive any other data or information in the form of advertisement from the designed server before he gets connected to the called subscriber.
- Once the call is connected, the designed server is automatically terminated and the caller can continue with the call.
- Using protocols, the server is interfaced with the subsystem, and data (advertisement) is retrieved from the server through a database.

Major Application:

- The MSP (Mobile Service Providers) can attract subscribers, large corporate clients & generate revenues through advertisements using RAGE.
- The advertiser can choose the time period for the advertisement and the number of times the advertisement needs to be broadcast.

Major End Users

Telecom & Advertising industry.