

ασύρματες λύσεις μικροπληρωμών,
τηλεμετρίας και μηνυμάτων



wireless solutions for micropayments,
telemetry and messaging



Mobicom/MB-net SIG Members

Associate member of



Ericsson Mobility World

Proud member of the



Mobile Data Association



Mission Statement

- Our mission is the development and integration of solutions enabling business clients to fully utilise the potential of mobile data.
- ASYRMA also distributes and supports hardware and software for mobile platforms in Greece.
- Future expansion plans include Cyprus and the Balkans.



Our Vision

- Through our worldwide contacts and partnerships, we offer a particularly high level of service to our clients who wish to obtain sustainable and profound competitive advantages.
- At ASYRMA we pride ourselves on being a team of young, dynamic and creative professionals who deliver superior results. Inspired by our vision, we respond effectively and accurately to the demands of modern businesses.
- *At ASYRMA we strongly believe the future will be wireless ['asyrmato' in Greek].*

The Team

- Konstantinos Tzamaloukas (CEO)
- Theodore Tsoukas (CTO)
- Dimitri Demetriades (Chief Strategist)



Products & Integrated Solutions

A. x-SB platform

**Telemetry, m-Payment and m2m
communications (proprietary)**

B. MMS-CDP

Content Delivery Platform (proprietary)

C. GPS Fleet Management (reseller)

D. Other Solutions (reseller and bespoke)

A. x-SB platform

**Telemetry, m-Payment and m2m communications
(proprietary)**

- **Mobile Vending (MV-SB)**
- **Telemetry (AT-SB)**
- **Security (SC-SB) and
Access control (AC-SB)**
- **Location (AL-SB)**

- **Mobile Vending (MV-SB)**

- For vending machines, park meters, public transport ticketing, cinema ticketing, fast food restaurants ...and in general for everyday micro-payments.
- *No need for change, just use your mobile!*
- Includes monitoring and statistics of the machines



- **Telemetry (AT-SB)**

- Automated/Remote meter reading
- Remote monitoring of machines, electromechanical devices

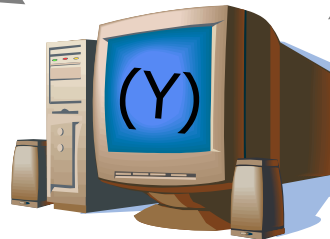
Mobile Operators



Vending machine operators

Verification and billing

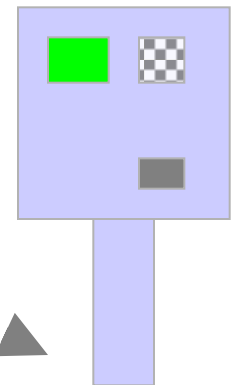
Sales, monitoring & statistics



ASYRMA Gateway
(4-digit #) **1234**

Purchase order

Sales & statistics



Park meter operators



Mobile Phone User
+30-93-9876543

- Security and Access control (SC-SB & AC-SB)

- Security container with sms alarm
- Access control using sms or mobile call
- 'card-less' ATM access



- Location (AL-SB)

- GPS telemetry for vehicles
- For more details see '*C. Fleet Management*'

B. MMS – CDP

**Multimedia Messaging Content Delivery Platform
(proprietary)**

- Send an sms with appropriate text or code to a 4-digit number and receive an MMS with:
 - colour weather picture with text info [temperature, wind, humidity, etc]
 - Real-time football snapshots
 - intraday price & volume graph of stocks
 - Adult content
- The above content can be delivered either in 'pull' mode or at regular intervals in 'push' mode
- Also included is the possibility to 'tie-in' MMS with advertising campaign management tools for integration in multi-channel campaigns [e.g. magazine + web + MMS].

C. GPS Fleet Management

(reseller)

- AVL - automatic vehicle location (via GSM & TETRA)
 - AVL for Emergency Services
- ABL - (via INMARSAT)



Fleet Management/AVL - Telematics

- Applications in:
 - Haulage companies, Logistics, distribution companies
 - Courier companies, taxi companies, security companies
 - Local councils, construction companies etc
- Benefits: reduce expenses, increase efficiency
 - Verify routes, reduce fuel costs
 - Check working hours
 - Spot unauthorized vehicle use
 - Reduce unnecessary voice communications
 - Better vehicle and driver security and control

D. Other solutions

(reseller and bespoke)

D. Other solutions

- M-Voting/Advertising via Wap/sms
- Web/Wap/Sms ticketing solutions
- Workforce mobilization-job allocation, remote access to corporate data
- m-commerce, games, betting
- Lottery result notification by SMS
- Least Cost Routing gateways
- p2p (person-to-person money transfer), m-wallet

Event Participation

Summer 2002:

- **Speaker and exhibitors** at the [M-Business Conference 2002](#) (organised by [Mobicom / European Union-IST](#)), Athens Intercontinental Hotel - Athens, Greece. July 8-9.

Spring 2002:

- [Embedded Systems Show](#), ExCeL, London, UK. May 14-16

Autumn 2001:

- [mBusiness Expo](#), Earls Court - London, UK. November 27-29
- **Exhibitors** at [ExpoComm Greece/Balkans 2001](#) (Ericsson stand), Hellexpo - Athens, Greece. November 8-11.
- [SMS 01](#), Olympia - London, UK. October 2-3
- [Mobile Commerce World - Europe 2001](#), London Arena - London, UK. September 25-27
- [Mobile Internet Expo 2001](#), CNIT - Paris, France. September 19-21

Summer 2001:

- **Exhibitors** at the [3rd Annual Telecoms Congress](#) (organised by SMARTPRESS), Athens Hilton Hotel - Athens, Greece. July 2

Spring 2001:

- **Exhibitors** at the ["Ericsson Mobility World - Greece Launch"](#) ATHINAIS BUSINESS CENTER - Athens, Greece. April 4.



ASYRMA Ltd.

email: info@asyrma.com

Web: www.asyrma.com