

MyFony™ - Avatar Generator

What will I wear today?... Show the world how you look!



Users are constantly seeking for realistic ways of presenting themselves via mobile telecommunication. Big-hit products like Ringback-tone and Contact Pictures provide the ability of attributing certain mood/feeling to a caller. Likewise, many Social Networking Services (SNS) base their business model on personalization features like Avatars, that will encourage users to edit their character according to their mood and use it while interacting in the mobile community. The Avatar concept has grown rapidly in the SNS field and became one of the leading attractions for advertisers.

Fontip Avatar generator is called MyFony and the avatar it is creating is called Fony. With MyFony web interface, users can edit their character according to their mood and real appearance, transfer it to their mobile and attach it to each FMS they send, allowing their friends to view themselves as in real life. Other than better expression for users, **a whole new world of accessories and virtual fashion was born, allowing advertisers and sponsors to join the personalization party.** Most accessories in MyFony are for free but some require virtual money. The more FMS sent by the user, the more virtual money he receives for buying special items in MyFony tool.

MyFony provides a new dimension for expression, new advertisement opportunities, enhances data usage and accelerates FMS messaging. The Avatar Generator tool is Flash based and can be easily deployed in web sites, making it an excellent added value feature for content providers and portals.

Features:

Simple Web Interface

Easy and fun Flash web interface for editing the Avatar.

Updated Items

Updated library with hundreds of accessories and items for editing the Avatar.

Compatible to most Java devices

The Avatar image can be easily transferred to almost all Fontip's supported devices. (Midp1 and up).

Easy Integration

The generic Flash web interface can be quickly deployed in any web site and requires only the FMS system installed in the operator.

Advertisement Opportunities

MyFony can include many brand name products for assembling and dressing the character, providing a solid business model based on sponsorship.

FMS accelerator

The Avatar feature accelerates the FMS messaging usage and ads a viral effect.

Buy Brand Name Items

Most Avatar items are free but some items are brand names and require the user to pay with virtual money earned by FMS messaging.

Reports

MyFony creates automatic reports for Fony's creation and accessories usage via MyFony tool.

More Fontip Services:

- Font Messaging Service
- FMS Campaign System
- Personal Handwriting
- FMS Advert

Benefits:**For The Operator:**

- ✓ Advertisement tool
- ✓ New source of revenue from sponsorships
- ✓ FMS messaging accelerator
- ✓ Attracts the youth segment
- ✓ Creates recurring visit of users

For The End User:

- ✓ Create and dress you character!
- ✓ Combine your character in messages
- ✓ Express your mood
- ✓ Cool mobile fashion
- ✓ Easy and simple GUI

MyFony™ – Avatar Generator for creating Fonys**System Requirements:**

- GSM network infrastructure.
- HTTP Protocol for server side connection.
- MMSC
- SMSC

HAIR	SHORT	MEDIUM	LONG	COLOR
CLOTHS	SHIRT	DRESS	PANTS	
ADD ON	TOYS	ANIMALS	THINGS	

				
				
				

COLOR PALLET



Make your ownuse it as you please....
 Let the world see your personality...
 Make yourself stand out...
 Most importantly ENJOY!!!!



REDO

DELETE

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About Fontip:

Fontip is pioneering the personalization field in cellular messaging. Fontip solutions help operators maximize their MMS traffic and Data usage by providing new expression abilities to the messaging world.

Fontip R&D branch is located in Israel and its headquarters are located in Cyprus.