

cellebrite
mobile data secured



apploader 

Platform for mobile app management at retail POS

Imagine Seeing *Your app*
Shine on *Every* Mobile Phone

Highlights

Cellebrite pre-loads apps on every new handset that leaves a retail point of sale

- A proven distribution tool to effectively and rapidly bring your app to the market
- Delivers a premium pre-loads package of 10 apps on every new handset that leaves the POS
- Already used by many tier-1 operators
- A hassle-free way to promote your application
- Distribution based on a flat rate per upload with no setup or overhead fees
- You decide on the range and scope of deployment of your app

Some Interesting Statistics About Pre-Loading*

- 60% of smartphone users who were interviewed said pre-loaded apps were a factor in the purchase of their device
- 25% of the users interviewed reported that the type and quality of pre-loaded mobile applications factored into their buying decisions
- 48% said they tried the pre-loaded apps on their phone

* Source: Preloaded Applications – The Hype and the Reality (IGR White Paper, September 2010).

How It Works

The Cellebrite Touch is a standalone device that provides cross-platform and cross-vendor transfer, backup, and restore of content from both mobile phone and SIM memory cards at the point of sale.

Cellebrite now offers app pre-loading capabilities on the Touch. During the data transfer process, the Cellebrite apploader also pre-loads a package of 10 Premium apps.

apploader is flexible: operators can modify content and determine on which phones each package will be deployed.

Cellebrite ensures that the applications and content are always available in a format that the receiving mobile phones can accept.

Why Cellebrite

Cellebrite has opened up an expressway for app distribution at the point of sale. Cellebrite will pre-load your apps as part of the phone purchase process so that every new user will have a first-hand experience with your app – as soon as they turn on their new phones.

Cellebrite is a leading provider of mobile data transfer solutions at the retail point of sale, providing service to more than 150 major carriers. Over 100,000 Cellebrite data transfer devices are used every day worldwide.

www.cellebrite.com

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