

## Family Center Overview

### Introduction:

In today's connected world, it seems that every member of the family is connected to the network from more places and through more devices. Yet the family faces greater obstacles than ever in trying to stay organized and communicate effectively. How do family members quickly and efficiently communicate changes in plans to everyone else in the family? How do they maintain and share accurate and up-to-date calendars and task lists? How do they access all of this information anywhere and at any time?

The solution is Family Center from Casabi. Family Center is the ultimate cloud computing resource for managing the demands of a carrier-connected family. It allows complete family communication and management anywhere from all of your IP-connected and mobile devices. It also allows carriers to propagate an application that requires persistent real estate on a shared home device, creates a valuable linkage to mobile phones and creates additional revenue opportunities.

### Family Center Overview:

Family Center is a cloud-based resource to enable a family to stay ahead of the communication and management challenges of today's time-challenged family. Family Center combines a powerful suite of services with access from virtually any IP connected device. Family Center is built around a unique "tile-based" user experience that pushes dynamic interactive tiles to the main screen to highlight new messages, critical content and alerts for the family.



A tile can display a message, an alert, an ad, content or even a widget-based application. Underlying the tiles is a complete API that allows carriers to push alerts, content or widgets to these tiles.

## Family Center Services:

The suite of services provided by Family Center include:



**Family Messaging:** enabling “quick” group messaging to any or all family members from any IP connected device via dedicated clients and SMS. Messages may be typed or spoken.



**SMS Texting:** enabling family members to use the home phone number for sending and receiving text messages from the PC, smart phone or Casabi-enabled DECT telephone.



**Shared Calendar:** enabling a shared family calendar with color-coded entries for each family member fully integrated with iCalendar and with alerts to any IP device.



**Yellow Pages:** enabling the lookup of local businesses by name or category with easy one-touch dialing and saving to a network-based address book.



**Visual Voicemail:** enabling the family to view their voice messages in a visual queue and access them in whatever order they desire.



**Shared Task Lists:** enabling the family to create, share and manage to-do lists for shopping, chores, events and more.



**Network Address Book:** enabling the family to create, share and manage a contact list to use from the PC, home phone or mobile smart phone.



**Information Alerts:** enabling alerts to be pushed to Family Center clients for time sensitive information like weather or traffic.

## Family Center Clients:

Family Center is accessible through a broad range of connected devices to ensure access for the family anytime and from anywhere. Family Center will support presentation through a web browser and through the following clients; Adobe Air, Android, iPhone, Blackberry and DECT phone. Casabi will also support alerts through Tru2Way TV.

## Carrier Benefits:

Family Center provides compelling benefits for the carrier in addition to the subscriber family. For the carrier, Family Center delivers persistent home screen real estate on the shared family hub to help drive differentiation, brand awareness and retention. It adds value to the home phone number through texting and family messaging. Family Center also provides an over-the-top presence for the carrier on mobile devices. In addition, Family Center provides new revenue sources for the carrier from texting, family messaging, advertising and premium content services.