

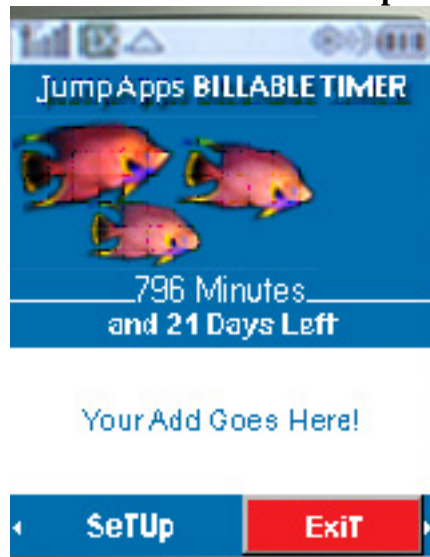
JumpApps BillableTimer User Application



Billable Timer Product Description

Billable Timer provides the user with control over their wireless phone charges by conveniently indicating minutes used and available in their monthly phone plan. The time used is displayed in a bar-graph format constructed of fish swimming on screen and text display of minutes remaining in month. The number of days before the plan rolls over to a new billing month and monthly batch of time to use is also displayed.

Billable Tracker Bar Graph



The parameters of the counter have preset defaults that the user can update to match their individual plan by using simple configure menus to set the following:

1. Total number of minutes in the plan.
2. Day of month billing period starts, when minutes counter is reset to zero used.
3. Free to call phone numbers in the plan, like family share members.
4. Free Call Times with the default set to standard free call times of carrier. For example, after 9:00 pm to 6:00 am Monday-Friday and free Saturday to midnight Sunday. The default plan can be edited in “Set Up” to match the user’s plan.

Billable Timer Set Up Wizard



The application takes the total rounded-up time used, minus the free call time, and call time to free call numbers, and then subtracts them from the total minutes available in the plan. The remaining value is used to set a bar-graph indicating time or percent used of specified plan for current billing period.

Potential Market

Most people who own a cell phone have experienced using more minutes than are in their base plan, incurring a large bill at the end of the billing period. Customers agree that phone access in moments of need completely justifies paying high prices per minute. At other times, full price time is an excessive expense and may cause customers to cancel their phone plan or choose another plan that is highly restrictive. While the carriers enjoy the revenue from the full price minutes charged, the same markets become constrained when the users choose plan restrictions or cancellation. For example, often when parents get a several hundred dollar phone bill on their child’s phone usage they cancel the phone plan. Even with early cancellation charges, cancellation may be a vast savings over large phone bills.

The Billable Timer product can be purchased for either a one-time-fee of approximately \$5.00 per phone, or for \$1.00 per phone and then one-half of the splash-screen exposure time is used to display advertisements or carrier information. In the second use model the

user is billed for each periodic image or add update that may occur once every couple of days or number of times accessing the application.

The Billable Timer application is a benefit to the users and the carriers. It can help users stay in budget on phone time and allow them to spend extra money on features and phone services that they enjoy. For the carriers, it provides a solution to offer users or customers when they are having a hard time staying within their prepaid minutes and are considering canceling their wireless phone service or going to a fixed time allotment plan. Plus the carriers can charge air-time to download application, they get a percent of the product cost and in the advertisement version they get charges for periodic ad updates. These potential profits in comparison to the carrier providing free air-time to customers for call to carrier to go get text message of customer's phone usage.

Note: The calling plan region may not be detected in version 1.0 of Billable Timer. In the case where a user calls a number that is in their shared plan and would normally not be charged, they will be charged if they are out of their plan region and the time charged will not be added into the Billable Timer time used total.

Note: Billable Timer does not show total time used for all users in a share plan. It only tracks the usage on the individual phone.

Billable Timer Setup

The following are the setup wizard steps for setting the Billable Timer parameters to match the user's monthly plan:

1. How many minutes does your plan give you each month?
2. Which day of the month does your plan start?
3. On weekdays, when do your calls count against your airtime minutes?
4. On Saturday, when do your calls count against your airtime minutes?
5. On Sunday, when do your calls count against your airtime minutes?

Edit Set Up to match Your Plan



Free Call Time Set Up



Plan Phone Number Screen (1 of 5)



6. Enter phone numbers that are free for you to call (e.g. family plans):
7. Enter phone numbers that are free for you to call. (3 and 4 of 10):
8. Enter phone numbers that are free for you to call. (5 and 6 of 10):
9. Enter phone numbers that are free for you to call. (7 and 8 of 10):
10. Enter phone numbers that are free for you to call. (9 and 10 of 10):
11. Please press **Next** below to save settings, or **Back** to make changes.
12. Thank you for using Billable Timer.

Plan Phone Number Screens

There are five screens with two fields each for entering phone numbers in user share plan. Only as many numbers as are in a user's plan need to be entered; the remaining fields can be skipped.

Final Screen



Navigation

The menu navigation choices for each screen are **Back** and **Next** soft-menu keys at bottom of each screen, the **right** function key to go to next screen, the **left** function key to go to previous screen, or the OK/Select key stores each value and moves to the next field or screen if the current field is the last on a screen.

All menus are exited by one of the following methods or actions:

1. End Key is pressed
2. Shut phone, if it is a clam shell
3. Select-arrow key to Cancel soft-key and press OK button
4. Select-arrow key to Accept soft-key and press OK button

Value Entry

For numeric fields Minutes in Plan and Plan Start Day of Month numeric keys can be used as well as right and left navigation keys that increment or decrement the value.

For time fields only the directional keys can be used.

For phone numbers only the numeric keys can be used.