

# PRAF Microcomputer Technologies Ltd.

Dedicated to innovation

"אם תרצו אין זו אגדה"



# MEX-12

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# Company Profile



PRAF Microcomputer Technologies Ltd. is a private company located in Holon - a satellite city of Tel-Aviv - the Israeli scientific and industrial center. Established in 2002, PRAF has taken a direction to provide a range of qualitative products and services, targeted for the civilian, military and telecommunication industries.

PRAF Microcomputer Technologies is focused on development, manufacturing and marketing of the computerized automation and control systems, enterprise and home telephony accessory equipment.

The company's marketing activities are targeted both to the local and international markets. Product export makes the major contribution to incomes of the company with overseas sales, while the local market gives a unique testing area for new products and solutions.



# The Market Needs

## The growing cellular network industry

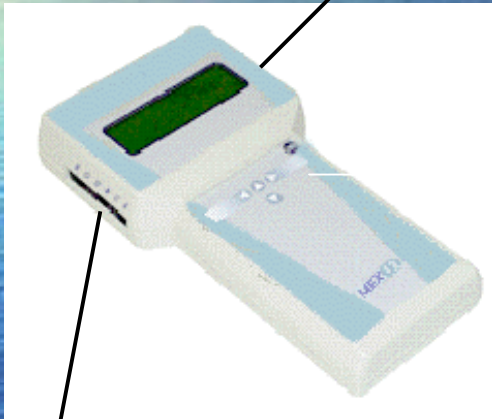
The amount of the cellular subscribers, as well as amount of handsets in use, significantly grows every year. Cellular network customer centers handle the great deal of different handsets from many vendors.



## Technology development

Creates a need to transfer more and more user specific data such as icons, ring-tones, phone books, etc. once the phones are replaced, upgraded or repaired.

# The Product



## ***MEX-12*** - cellular phones memory exchanger

- Enables to transfer memory content between a wide range of mobile cellular phones from various manufacturers such as Ericsson, Nokia, Motorola, Siemens,...
- Standalone - no need of a personal computer.
- Supports all the operating cellular technologies AMPS, TDMA, CDMA, GSM, etc.
- User friendly Man Machine Interface
- PC application for use with personal computer
- Storing phone memory on CD
- SIM card data handling applications
- Unit upgrading software



# Main Customers

- **OEMs**
  - Eliminating competition by subsidizing the MEX-12 to operators – software to control and limit the target side
- **Operators**
  - Customers satisfaction & friendly service
  - Increasing market share (More phones activation per service location..)
  - Profit center (per transaction)
- **Mass Market**
  - Profit center especially once considering the “per use” model
  - Selling phonebook and other features backup CDs
  - Increasing the line of products/service
  - More phones upgrading = More commission

# User Friendly

- Turn “on” the MEX-12
- Plug the source cable
- Plug the target cable
- Plug the source and target phones
- Turn “on” phones
- Press “start” to initiate the synchronism process
- All the process shall take no more then 5 minutes

# Road Map



- *MEX-13*
- New design
- Synchronized ring tones
- Synchronized icons
- Synchronized outlook
- Synchronized large amount of digits
- Supporting IR
- Contain all the MEX-12 features



# Road Map



- ***MEX-14 – “Per Use”***
- Contain the MEX-12 & MEX-13 features
- Low cost of the system
- Based on smart card that counts the amount of transactions
- First 200 transactions for free

# Technical Information

- FCC approved
- Powered by 110VAC or 220VAC



## Procedures to develop new phone synchronization software:

- Two month before ETA of the phone the client shall provide CB:
- Phone + charger
- Data cable
- Phonebook supporting software



# Technical Information

## The MEX-12 kit:

- MEX-12 unit.
- Power adapter 220/11VAC.
- RS232 upgrade/phonebook manager data cable.
- Cables set for about 30 phones.
- Software CD.
- Instruction manual.

## Open issues-orange.

- Samsung GSM Hebrew support – phone does not support Hebrew names transfer.
- Motorola GSM can be supported using the original Motorola GSM RS232 data cable only.
- SIM reader to support SIM cards from phones that are not yet supported.

# Supported phones list



Please contact the factory for the complete supported phones list



# Production



- SMT production under ISO9002, UL E103899 standards
- One year warranty for the MEX-12
- Six months warranty for the cables

# Contacts

## Head Office

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