



OcastaTrade provides a flexible peer to peer trading platform optimised for mobile usage.

OcastaTrade allows flexible item listings with negotiations in any known or suggested currency.

OcastaTrade also takes advantage of social networks for listing distribution and reputation management.

OcastaTrade works in real time, is location aware and via a clean API allows development of custom clients for any device platform or optimised requirement.

MOBILE ENHANCED

PEER TO PEER

TRADING PLATFORM

#### MOBILE TRADING

Handset usage is more prevalent around the world than personal computer usage. Mobile web usage is also taking off to ever increasing levels. Yet despite this there is still very little use of the mobile as a direct means of trading and limited use of the handset capabilities where trading is attempted.

What is required should be a new platform that takes complete advantage of handset capabilities and the new social web. A platform that allows negotiation directly between people rather than through a single public thread and where deals can be struck to suit the individuals rather than just a corporate structure. A platform that also uses the network capabilities as much as handset capabilities.

#### NETWORK OPERATOR ENHANCED TRADING

The network operator is ideally placed to deploy mobile trading capabilities. Inherently real-time, the network is designed for carrying peer to peer communication, integrating messaging, authenticating, billing and providing location data. These technical capabilities are also enhanced by commercial responsibility. Scalable customer support and recognised corporate responsibility help reassure potential users of the services longevity and trustfulness.

#### WHAT IS OCASATRADE?

OcastaTrade is a service platform that can deliver on the promise of immersive mobile trading. OcastaTrade is a rich platform with network integration, flexibility and a well structured API for custom client development. The listing capability makes full use of the handsets multimedia features and both listing and offer searching can be refined by geography as well as the reputation of the person placing an offer.

OcastaTrade can be tailored for global deployment or for satisfy a local market and can be used for a multitude of trading needs, as judged by actual customers.

## OCASTATRADE FEATURES

Key features of OcastaTrade include:

### Listing Management

- List 'Haves' or 'Needs'
- Add multimedia information directly from a handset
- Specify transaction currencies
- Specify fixed or personal location

### Deal Negotiation

- Manage multiple peer to peer negotiations
- Include social graph reputation
- Archive negotiation when complete

### Listing Publishing

- Publish on the platform
- Distribute through your social graph

### Search / Notification

- Search for listings across federated services
- Search via keywords, location & reputation
- Be notified automatically based on registered criteria

### Fulfillment

- Allow support for taking payment between users
- Enable a business interface for company <> consumer offers

## USER BENEFITS

OcastaTrade powers a new level of sophistication in listings services and mobile trading. Multimedia listings, tuned by location and socially aware, flexible offer terms and real time negotiations deliver the richest possible experience.

## OPERATOR BENEFITS

OcastaTrade is designed for deployment by network operators. The platform allows operators to deliver a world class trading service, maintaining a close relationship with customers and taking advantage of network features to optimise functionality.

OcastaTrade can be custom branded, with clients optimised for all handset platforms and to fulfil specialist functions. The service can be directly revenue generating or used as a marketing tool.

## DEPLOYING OCASTATRADE

OcastaTrade can be delivered as packaged software for installation within the operator's own network or can be supplied by Ocasta Labs as Software as a Service (SaaS).

## FURTHER INFORMATION

For further information on deploying and using OcastaTrade please contact the company. See contact details at <http://www.ocastalabs.com>

## ABOUT OCASTA LABS

Ocasta Labs is a mobile Internet web development firm founded in 2009 to research and develop new and innovative solutions to emerging opportunities. Services and products available include ChatCatcher for monitoring and linking social network comments to web pages, OcastaChat for social networking and OcastaID for mobile enhanced web service access.