



5o9[®] Me – 3PMobile[™] Free Trial Software Installation & Use for Blackberry & Windows Mobile

5o9[®] Me Overview

5o9[®] Me is a mobile application, not a service. It enables Web services to be extended to Mobile devices with very little effort. 5o9[®] Me is virtually identical on both Windows Mobile and Blackberry devices. The only differences you will encounter relate to the operating system user interface, not the application itself.

As we move to an era of cloud computing, Enterprises and Consumers alike are looking to simplify how they deliver and access information from a multitude of different devices. The browser is fast becoming the de facto standard for all Web transactions simply because it's device and operating system agnostic and allows the Enterprise to leverage a single set of business logic to deploy complex new Web services in a timely fashion, without the need to build complicated new desktop/Mobile applications. This reduces cost, risk and time to market - an important consideration in today's economy.

As Mobile Computing (MC) becomes a reality, it's important to find ways to overcome the inherent limitations of a small screen, tiny keyboard and lack of mouse. In addition customers and Enterprises alike want access to additional "Meta-Data" such as real time location information, device features and sensor data, as they become the norm on newer Smartphone's. 5o9[®] Me has been designed with that objective in mind. We adhere to the following Mobile user experience guidelines, more commonly known as the 0-1-2-3 rule: Zero behavioral changes, Single Logon, Two second response time and Three clicks to relevant content.

5o9's approach of using the browser requires zero user behavioral changes and aligns to the current SaaS approach adopted by millions of Enterprises. A single logon is accomplished by the Web service knowing who I am without requiring any typing. Three clicks to relevant content is achieved by adding customized browser menu items which act as hyperlinks to new Web pages. This frees up the tiny display so you can optimize content for a great user experience. The customized browser menus are programmed via the Web service and require just a few lines of standard HTML code.

5o9 takes into account the privacy considerations of the individual and Enterprise, alike. In version 1.x, all data is controlled by the mobile user and version 2.x adds encryption for an additional layer of privacy. In consideration of our developers we offer a set of Open API's (Application Programming Interface) to our application so it can be integrated with existing mobile applications or take advantage of future Smartphone features, such as bio-metric sensors.

5o9[®] Me can be customized (for a fee) to reflect your desired brand and if requested, we can add additional data fields such as Open ID login, Password, User-specified Interests or device fields such as IMEI, SIM card number etc. 5o9[®] Me 2.x adds support for data encryption, content acceleration and a client upload protocol for more efficient file transfer (via XML) from the Mobile device.

The Windows Mobile version of 5o9[®] Me also supports an additional feature – the ability to use JavaScript in a Web page to access device side capabilities. For more information please refer to the [JSAPI section](#) of this document.

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Table of Contents

- 5o9® Me 1.x Overview 1
- Mobile Device Requirements 4
- Installation Instructions 4
 - Overview 4
 - How to set the Blackberry default browser permission to Allow 4
 - Corporate Blackberry Users 4
 - Blackberry Installation 5
 - Windows Mobile installation: 5
 - JSAPI support 6
 - JSAPI known Issues..... 7
- Common Installation Issues..... 7
 - Blackberry 7
 - Windows Mobile 7
- 5o9® Me 8
 - Overview... Your Data, Your Privacy, You're in Control..... 8
 - Custom Fields 8
 - 5o9® Me Data Option Panels 8
 - Additional Menu items..... 10
 - Using 5o9® Me 10
 - Domains (also known as White Lists) 11
 - Using the GPS capability..... 11
 - Using a Bluetooth GPS Puck..... 11
 - Search Options 12
 - Using the 5o9® Local Search Demo..... 12
 - Uninstalling 5o9® Me 13
 - Getting Support for 5o9® Me 13
- For Web Admin's 14
 - Customizing Your Browser Menus 14
 - Customized Browser Menus during an HTTPS (SSL) session 14
 - GPS Data Formats 15
 - Integrating 5o9® Me Data into Your Web Service 15
- Troubleshooting 16
 - What data gets sent to the server?..... 16
 - How can I test that 5o9® Me is installed and working correctly? 17
 - How can I see exactly what is being sent to the server?..... 17
 - Working with ASP pages: 17

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For Third Party Developers	18
Windows Mobile API	18
The "add request headers" API function.....	18
The API input parameters structure.....	18
API coding examples	19
How to add a custom request header - example 1	19
How to add a custom request header - example 2	20
Blackberry API	21
Blackberry event listener	21
Blackberry coding example	22

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