cellebrite
mobile data secured

UME-36PRO
UNIVERSAL MEMORY EXCHANGER

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The UME-36Pro is a stand-alone mobile phone memory exchanger providing transfer, backup and restore — specifically designed for the needs of mobile operators, retailers and service centers. The UME assists customers by transferring data from older model phones to newer models. The UME-36Pro facilitates the transfer of internal phone and SIM content, including phonebook, text messages, ringtones, audio, image, video and more.

The UME creates a new revenue source, removes barriers to new phone sales, and eases the phone servicing process by providing a value-add service to subscribers at retail and servicing POS (Points of Sale).

AT A GLANCE

* Phone-to-phone data transfer, backup and restore
* Transfer and backup for both SIM and phone content
* Supports over 3,000 phone models, covering all carriers and technologies, including Smartphones and PDAs such as Apple iPhone, Symbian, Microsoft Mobile, Palm OS and Blackberry
* Automatic upgrades via the internet to support new handsets, prior to retail launch
* Stand-alone machine - no need for computer to operate
* Easy to learn and rapid transfer process

UME BUSINESS APPLICATIONS

UME at the Point of Sale

Use the UME at any retail point of sale or service center to quickly and easily transfer both phone and SIM memory from one phone to another. When new customers sign up or current customers upgrade their handsets, the UME transfers all their personal data from the old model.

Barriers to upgrades are eliminated, and customers depart happily ready to maximize usage of their new phone. Phone-to-phone transfer also eases the phone servicing process. Anytime customers bring in a phone to be repaired, the UME integrates into the process and therefore expedites service. The UME service can be offered for a fee to generate revenue, or can be offered free of charge, in order to ensure that customers are always satisfied.

Phone-to-Phone Transfer

Upload data to Over-the-Air Applications

The UME attacks the two main challenges associated with OTA (Over-the-Air) backup:First, the period of time it takes to upload the entire phone data is a major barrier to launching the service today.

By integrating with OTA applications, the UME enables rapid internet upload of personal content to the OTA server, dramatically improving upload time. Second, subscribers refrain from registering for the service due to the long and complicated process. Integration of the UME with the OTA solution allows sales representatives at the POS to easily register them as new users while also performing the uploading of their personal data. Consequently, the subscribers are active users of the OTA backup service from day one.

The UME integrates smoothly with Cellebrite's CelleSync OTA backup and restore application, providing users with browser-based access to their personal phone data.

In addition, CelleSync users can share their personal content with friends by uploading to social media sites such as Facebook, YouTube and Flicker.

Fast and Safe Backup

Content and Application Delivery

Another reason to place the UME at the retail POS is the fact that the UME is the perfect solution for delivering valuable content and mobile applications to handsets. Using the UME, media content and applications can be downloaded directly to the phone without using any air time, therefore avoiding revenue sharing with third party content providers. UME's internet connection enables content delivery packs to be updated automatically, allowing for dynamic customization according to user background, handset type, content type and more. The entire process can be accomplished at the POS during the phone- to- phone data transfer, rendering another valuable service to subscribers while increasing revenues.

Application and Media-file Delivery

Statistics and Reports

Cellebrite's UME Reporting System (URS) is a market analysis tool, providing vital statistical data of UME transactions at retail and service locations, centralizing all statistics from branch shops and dealers into unified reports.
The UME stores transaction details such as number of transactions, phone types and models involved in transfer activity, store name and region, date and time of the transaction and the type of selected content transferred in each transaction. The UME sends all the collected statistics via the internet to the URS server, which is then available for secure viewing and analysis. With the accumulated statistics and reports, mobile operators are better equipped to modify, upgrade and promote products and services. This market knowledge, which is difficult or impossible to ascertain from other means, reveals UME operational efficiency, which phone models are being upgraded the most and handset feature utilization.

Statistics and Market Analysis

FEATURES AND BENEFITS

Benefits for Subscribers

- Convenient transfer of personal data whenever upgrading to a new phone or servicing a current phone
- No need to re-enter contacts or manually transfer media files
- Secure transfer and backup – personal data is inaccessible to any retail personnel
- Ensure valuable data from phone loss or theft

Benefits for Operators

- Increases customer retention and loyalty
- Enhances the point-of-sale services
- New source of revenue for value-added service at retail centers
- Subscribers maintain their contacts within their new phone, thus phone usage increases and ARPU is maximized
- Improved performance at retail and service centers, as customers are handled faster and with added value services
- Easier path to phone upgrade sales

Kit Contents

The UME is equipped with all you need to transfer and backup data, including:

- The UME device
- A complete set of data cables (over 60) to connect to handsets
- Cable organizer
- Power supply
- UME Content manager software
- Bluetooth adapter
- Phone data port cleaning brush
- Operation Manual
- Customized Carrying case

Superior Handset Compatibility

With a library of over 3,000 handset types, the UME supports almost every device available on the market worldwide. Cellebrite maintains long-term working relationships with cellular phone manufacturers and major carriers, allowing us to support the latest handsets even before they are released to market. The UME works cross-vendor and cross-technology, supporting GSM, CDMA, iDEN and TDMA phones from any carrier.

ABOUT

Founded in 1999 by a team of highly experienced telecom and mobile telephony professionals, Cellebrite is a global company known for its technological breakthroughs in the cellular industry.

The pioneers in mobile phone to phone content transfer, today Cellebrite provides a complete range of solutions for the mobile retail industry, from stand-alone content transfer at the point-of–sale (POS) to Over-the-Air (OTA) mobile applications for subscriber content backup and management.

With proven ability to impact sales of phones, upgrades, and services, Cellebrite customers include the world's largest mobile operators and deployments by more than 140 major carriers.

Building on its expertise in mobile data technology, in 2007, Cellebrite introduced a new line of products targeted to the mobile forensics industry.

Using next-generation extraction methods and analysis techniques, Cellebrite's Universal Forensic Extraction Device (UFED) is able to extract and analyze data from more than 3000 phones and mobile devices, including smartphones, and GPS systems.

In use by military, law enforcement, governments, and intelligence agencies across the world, Cellebrite's UFED is the tool of choice for thousands of forensic specialists in police, special forces, tax fraud, customs, border control, and anti-terror investigations in more than 60 countries.

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