



Good Mobile Embedded®

Create a unique consumer experience that syncs with online services

Good Mobile Embedded empowers developers to create compelling social and connectivity experiences for customers' connected devices.

GO UI-LESS

Good Mobile Embedded requires no discrete user interface, giving you the freedom to develop the most provocative and appropriate user experience for your market and customer needs.

PUSH SYNCHRONIZATION

The term "push synchronization" describes a system that offers an always-on capability—one in which each new event (e.g. new Email, new Calendar notification, etc.) is actively transferred—by the Good Network Operations Center (NOC) to your customer's connected device.

POWER EFFICIENCY

By sharing resources among multiple applications, Good Mobile Embedded consumes far less power than alternative approaches. Data from multiple sources is shared over a single connection, maximizing the devices' battery life.

REAP BANDWIDTH SAVINGS

Data compression, on-demand download of attachments, smart truncation are just a few of the ways Good Mobile Embedded reduces bandwidth usage, allowing for lower data transmission costs.

SECURITY INSIDE OUT

Good Mobile Embedded provides support for strong end-to-end encryption and for strong link-by-link encryption when end-to-end isn't possible.

VALUABLE ANALYTICS

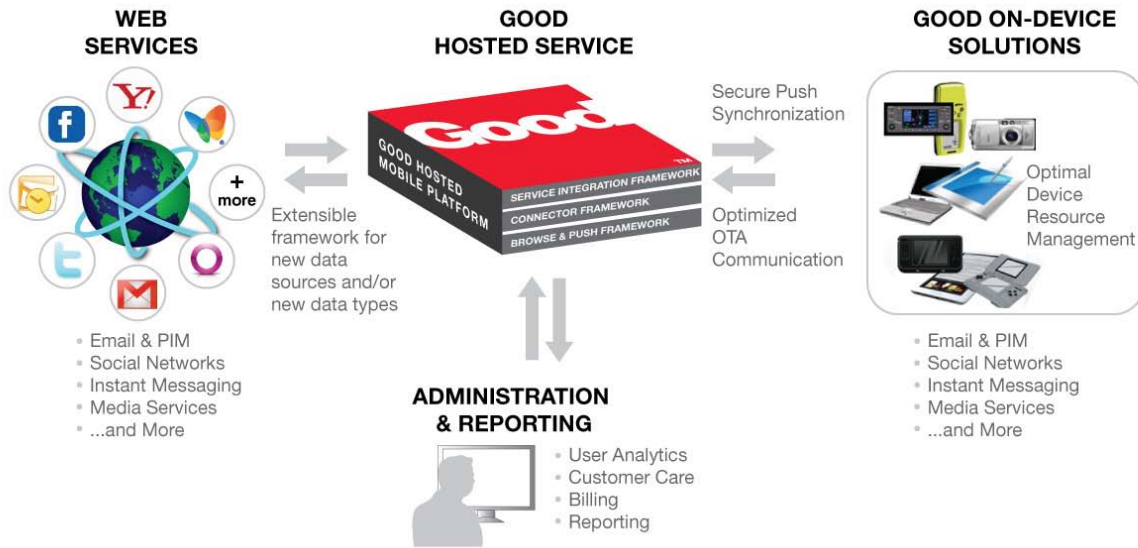
An extensive suite of administration and reporting tools supplies you with critical customers' usage data.

CHANGE INSULATION

By implementing connectivity to online services at the NOC, Good ensures that your customer's connected device is insulated from most services changes. This greatly reduces the need for costly and potentially disruptive client updates.

OS AND DEVICE AGNOSTIC

Good Mobile Embedded is both OS and device agnostic which means it can be easily integrated into most OS and hardware systems.



Using Good Mobile Embedded, you have access to a broad range of online cloud services and can focus on developing compelling consumer experiences.

ONLINE SERVICE	SYNCHRONIZATION
Microsoft Exchange 2003/2007/2010	Push synchronization for Email, Contacts, and Calendar
Gmail	Push synchronization for Email, Contacts, and Calendar
Yahoo!	Push synchronization for Email, Contacts, and Calendar
Windows Live	Push synchronization for Email and Contacts
Facebook	Push synchronization for posts, requests, messages and more
Twitter	Push synchronization for tweets, replies, messages and more

► To find out more about **Good Mobile Embedded**, please call us at **866-7BE-GOOD** or visit us at <http://www.good.com/products/good-mobile-ui-less.php>



Good Technology

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