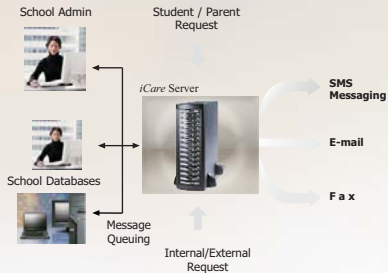


Illustration of iCare message flow & gateway



iCare General System Capability

## General Product Features

### Features

#### Instant Messaging / Fax / E-mail Group Messaging / Fax / E-mail

#### Schedule Messaging

- Send Birthday Anniversary Greeting
- Send Daily/Weekly/Monthly
- Complete Sent/Received/Fax/Email Log
- Stored Unlimited Messages
- Allows Password Protection

#### Appointment

- Allows Multiple Appointments
- Shares Appointment Book w/ Others
- Up to 4 User-defined Reminder Message
- Instance Appointment Query
- Appointment Tracking
- Check Appointment via SMS

#### Complete Message Gateway

- Auto-Reply Capability
- User-defined Incoming Message Upcode
- Full Security Features
- Access to External Programs
- Connect to External Databases
- Programmable Interface
- Reply via E-mail Fax

#### Student Queuing

- Auto-Queuing Manager
- Auto-Queuing Reminder (via SMS)
- Customer Queuing Screen
- Checking Queuing Status

#### Enterprise

- Multi User Capability
- Multiplegateways

#### Auto Survey

- Launch survey
- Respond Collection
- Survey result

Features	Advance Edition	Enterprise Edition
Instant Messaging / Fax / E-mail	✓	✓
Group Messaging / Fax / E-mail	✓	✓
Schedule Messaging		
Send Birthday Anniversary Greeting	✓	✓
Send Daily/Weekly/Monthly	✓	✓
Complete Sent/Received/Fax/Email Log	✓	✓
Stored Unlimited Messages	✓	✓
Allows Password Protection	✓	✓
Appointment		
Allows Multiple Appointments	X	✓
Shares Appointment Book w/ Others	X	✓
Up to 4 User-defined Reminder Message	X	✓
Instance Appointment Query	X	✓
Appointment Tracking	X	✓
Check Appointment via SMS	X	✓
Complete Message Gateway		
Auto-Reply Capability	✓	✓
User-defined Incoming Message Upcode	✓	✓
Full Security Features	✓	✓
Access to External Programs	X	✓
Connect to External Databases	X	✓
Programmable Interface	X	✓
Reply via E-mail Fax	X	✓
Student Queuing		
Auto-Queuing Manager	✓	✓
Auto-Queuing Reminder (via SMS)	✓	✓
Customer Queuing Screen	✓	✓
Checking Queuing Status	✓	✓
Enterprise		
Multi User Capability	✓	✓
Multiplegateways	✓	✓
Auto Survey		
Launch survey	✓	✓
Respond Collection	✓	✓
Survey result	✓	✓

✓ Some programming required



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# iCare

The Professional School Care



ExcelSoft



Today, the way we communicate is very different than years ago. A mobile phone user is reaching almost every level in our society. Our society's behavior and expectation also becomes very different. Today, parents don't wait until their children get home to check on them. They will pick up the mobile phone and call them right away. Anytime, anywhere.

So, how does it change our education system? The high demand in instant communication between school and students/parents become crucial. Information, such as school's activities, student's performance/behavior, field trip schedule, announcement, home work, exam result, etc., required to be delivered immediately, if possible, instantly. Nowadays, sending email is much faster than sending regular mail. Nevertheless, not everyone will check their email daily. Therefore, for urgent matters, we need to deliver it with a better method. iCare is such a tool and technology design for that. It will not only put you ahead of your competitors but also gives you a personal touch to both students and parents.

#### iCare Instant Messaging

iCare allows teachers to send instant messages to a group of students or selected parents not only via Short Message Services but also via fax or email. All combinations are also allowed. This way, parents/students would never be lost in touch with teachers. Imagine if there is a sudden change of schedule, how would the teacher inform all the students instantly?

#### iCare Message Broadcasting

iCare allows you to assign students into many groups, classes, or extracurricular activities. The teacher then can simply click the group/class to send messages, such as: *'The mid term exam start on next Monday, tutoring class for Math and Physic is available daily at 2:00 to 5:00pm at school hall B throughout the week. Good luck. Jane'.* Imagine that this information will automatically be sent to both parents and the students within that class.

#### iCare Message Scheduling

iCare allows you to send scheduled messages to group or individual. For example, the school is going for a field trip tomorrow and the teacher would like to remind students to get parents' consent form signed. The teacher can simply click on Message Schedule and set the message to be sent today and tomorrow morning. The message will be sent to all the related parents:

Today at 19:00 a message to parents: *"Tomorrow grade 4B will be going for a field trip to the Doris Canyon national park. Please sign the parents' consent form. Without it James will be disqualified from joining."*

Tomorrow at 06:00 a message to the student: *"Remember to go through 'what-to-bring' checklist and parents' consent form. Our bus is leaving at 08:00 sharp. Please come on time"*

#### iCare Greeting

iCare allows you to automatically send a birthday and anniversary greeting. The system can be setup to send a birthday greeting. For example: on birthday date, it will send a greeting automatically. Message such as *"Hi Karen, on the behalf of all the school faculties, we like to wish you a very HAPPY BIRTHDAY. May you have happiness and joy in your heart. God bless. Ms. Carol"*

Wow... how do you feel to have such greeting from your school? Wonderful!

#### iCare Crisis Management

Crisis or Emergency situation is something that everyone tries to avoid; however, it does happen. Imagine that during the crisis situation, all concerned parents will try to call in to assess the situation and the safety of their children. Immediately, all the phone lines will be jammed and, worst of all, no one is available to pick up the calls. Then the last thing we want to do is to have all the concerned parties feel very angry and frustrated.

iCare has been designed to handle Crisis situation. In case of crisis situation, you can turn on the crisis management mode. The system will then prioritize all emergency messages to go through. At least, to inform all concerned parents of the situation and the safety of their children.

#### Contingency Planning

What happen if the school is on fire? All the computers and infrastructure destroy! iCare can be setup to have a primary and secondary location. If primary server is on fire, you can automatically switch over the secondary server where it is 1000 miles away. The secondary server can be accessed via internet elsewhere. It will still be able to function exactly like the primary server.



#### iCare Instant Survey

How about launching a parents' survey to rate their satisfaction toward a certain issue? It will be an interesting yet important feedback. However, without the right tools, it can drain out all your resources and time. With iCare Instance Survey, you can sit back and relax. iCare will launch the survey campaign by itself, receive all the feedback, and report the final result to you. Sounds wonderful? Yet, it is.

#### iCare Message Center

iCare also allows you to interact with the students/parents instantly. Take for example, there has been a shift in the schedule and the students like to know about the changes. At anytime, the student can send a short message to the server, such as 'schedule', and then the server will automatically reply with the newest schedule to the student. Of course, we can also allow the system to do many other instant interactive messaging. For example, each teacher can login and input the available visiting hours for the week. Any interested students to visit the teacher can then ask the system directly via SMS instead of calling in. This method will free up a lot of manpower resources – creates efficiency.

#### How does it work ?

iCare technology communicates and connects to Telco infrastructure to send out messages. Other than that, it utilizes today's server technology to send out faxes and emails. It acts not only as a gateway but also provides all the necessary functions and features to allow your entire faculties to login to iCare server and start using the technology. iCare comes in a complete box which consists of a server, connectors, gateways, GPRS, operating system, iCare application, iCare Engine, iCare Monitoring, Ethernet, and Secondary sites backup.

#### What do I need to get started?

None! Schools don't need to provide anything except electricity to start enjoying this technology. iCare will provide it all. If, of course, you have existing infrastructure, iCare can tap in to your current infrastructure to allow any authorized users to login directly from their workstations. If Internet connection is available, then we can setup a secondary server and also allow massive volume to be sent out. Telephone line will come handy to serve as the first line of support.

As soon as you receive the iCare Starter Box, what you need to do is to gather the students and parents' information, input it to iCare, and start using it. As simple as it is.