

This is an example entry for the Smaato Mobile Advertising Award 2008 to help you to describe your entry.  
Smaato Cost is a discontinued product!

## Smaato Mobile Advertising Award 2008

Product name:	Smaato Cost
Company name:	Smaato Inc.
Founded:	2005
Number of employees:	25+
Application name:	Smaato Cost
Platform:	Windows Mobile, Palm OS
Top countries of users:	USA, Germany, Russia, UK
Ad Impressions in these countries:	+250.000/month
SOMA integrated:	Yes

### About Smaato Cost

Calling everywhere, surfing the web, checking emails and chatting on the go is fun. But this fun is limited because (for most people) money is limited and there is always a bad conscience in the back of the head ("have I just ruined myself?"): Up to now you could only roughly guess, how much your provider will charge at the end of the month for your mobile communications.

That's where Smaato Cost starts: Smaato Cost tracks all incoming and outgoing calls, data connections and SMS. After you have downloaded your rate plan from Smaato (or entered it manually), Smaato Cost calculates how much money you have to pay for each call, for the whole month, how many included minutes are left and much more. Smaato Cost allows an extremely detailed view of all aspects of your rate plan and so it can offer a detailed cost calculation like no other.



## Preferences (Application Settings)

Here you can specify some aspects of the application's behavior. These settings are not required, but they can help to make the usability fit better to your needs. Click "Prefs" on the main screen.



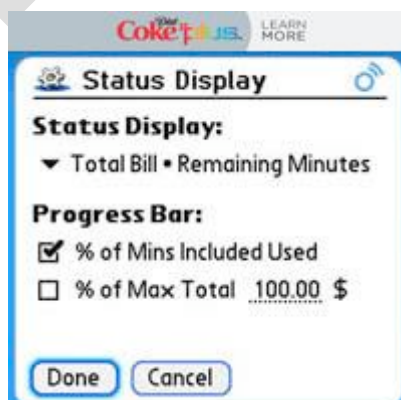
### After Call Display

This screen is displayed after each call. It shows a short summary of the calls duration or costs and allows you to select the destination and to set the call as "home zone". You can set the time period, after which the screen should disappear automatically and select the information you want to see after each call.



### Status Display

This information is shown in the upper area of Smaato Cost's main screen. You can select which information should be shown and define the meaning of the progress bar.



## Graphic Options

Select the "Graph" tab to view the monthly distribution of your phone calls, data connections, SMS etc. (X-axis: date; Y-axis: amount).



## My Bill

The "My Bill" screen (tap "My Bill" on the main screen) shows a summary of calls, data connections and SMS of a specific billing period, similar to your phone bills. As a special feature the estimated cost of the current period are calculated based on usage of the past 30 days. Select the appropriate billing period to see the collected data of this period. Note: If incoming calls/SMS are free, these are not listed. Otherwise combined data of both incoming and outgoing calls/SMS is shown.

- Quantity: The number of calls, SMS and data connections.
- Total: The talk time (voice) and the amount of transferred data in MB (data) or online time (if you're using time based billing for data).
- Remaining: The remaining included minutes (voice), included SMS or included transfer volume or online time (data).
- Cost: The calculated costs per connection type based on your entered rate plan.
- Total, incl. monthly cost: The costs accumulating up to the current date including fixed monthly costs, minimum turnover and fixed cost of your data plan.
- Total, estimated: The estimated costs for the current billing period based on usage of the past 30 days.

The \$99<sup>th</sup> smartphone.  
Centro. It's a Palm thing.

My Bill				
Period: 1/1/07 - 1/31/07				
	Quant.	Total	Rem.	Cost
Voice	0	0	100	\$0
SMS	0	0	100	\$0
Data	1	212 KB	0.0 KB	\$0
<b>Total, incl. m'y cost</b>				<b>\$24</b>
<b>Total, estimated</b>				<b>\$88</b>

Done

Smaato Cost

Exceeding expectations.  
BRITISH AIRWAYS

My Bill				
Period: Current (12/1/06 - 12/31/06)				
Type	Quant.	Total	Rem.	Cost
Voice	26	15	-	11.06 €
SMS	5	5	-	0.38 €
Data	5	500 KB	500 MB	0.00 €
<b>Total (incl. Monthly Fee)</b>				<b>78.72 €</b>
<b>Total, estimated</b>				<b>79.18 €</b>

Done