



mostyle
mobile + lifestyle

Alex Young
Founder/CEO



White-Label Web/Mobile Communities

Introducing Mostyle

- Based in Melbourne, Australia
- Establishing in 2004
- Specializing in White-Label Web and Mobile Communities & Mobile Site Publishing
- Core markets in SE Asia



Our Services



Help Brands, Telcos and Corporates launch and manage their own web or mobile community

Our Technology

Device Detection & Image Optimization

Comprehensive SNS/Community Features

Mobile Site Publishing Tool

Device Detection & Image Optimization

A Case Study: SMART Sandbox My Groups

The Concept



A web and mobile entertainment portal for Philippine's No.1 Telco SMART to highlight their soon-to-be-launched 3.5G Network.

The portal will contain music, games, streaming TV, forums, community and competitions.

The service will be branded The logo for "sandbox", with the word "sandb" in a blue, lowercase, sans-serif font. The letter "o" is replaced by a red 3D cube with white outlines. Three dashed blue lines extend from the top of the cube, curving upwards and outwards, resembling signal waves or a stylized 'x'.

Mostyle's Input

Community Features

Web & Mobile Interfaces, Profiles, Photo/Video Albums, Blogs, Groups, Notifications, Private Messaging, Privacy Controls and more..

Tools

Mobile Site Builder, Statistics Interface, Content Moderation Interface

Integration & Setup

Platform Rebranding, Single Sign-On API, Community API, System Hosting

Sandbox My Groups on Web



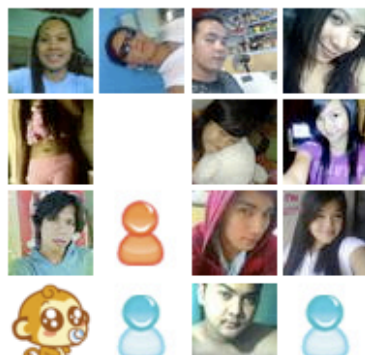
Welcome to SandBox my groups

Keeping in touch has never been easier on mobile and web.

My Actions

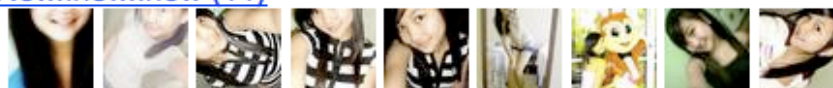


Recent Groupees

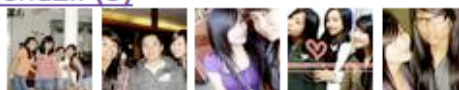


Photos

[New..new..new \(14\)](#)



[Crystal wit' fWendz.. \(5\)](#)



[bhabie boo \(26\)](#)



[chinita \(15\)](#)



[View all Albums \(5\)](#)

Groups

[Sandbox BT \(531\)](#)

Happenings

Today

[cutiegelsexy](#) became friends with [luapnh03](#)

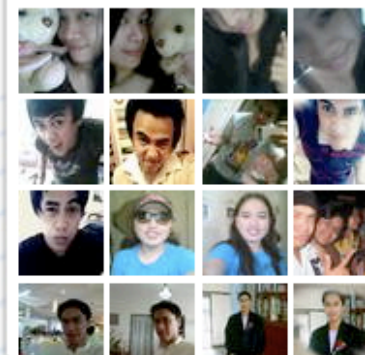
[girlfriend](#) became friends with [andersonjoff](#)

[cutiegelsexy](#) became friends with [facilitator](#)

[teardrops](#) became friends with [gwapi2moreno](#) and [mrfilip1013](#)

[cutiegelsexy](#) became friends with [Joseph619](#)

Latest Uploads

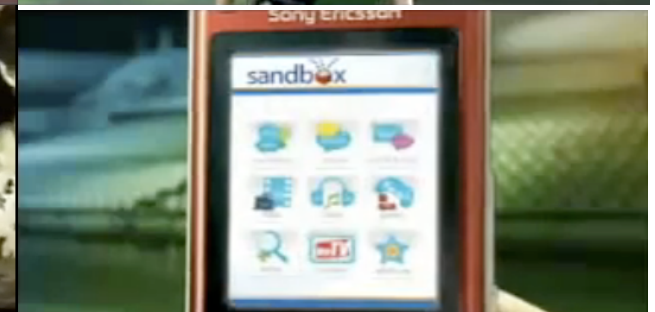
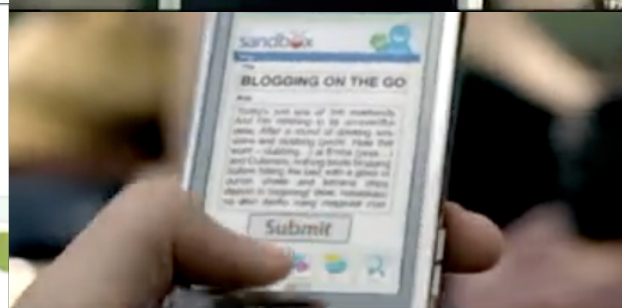
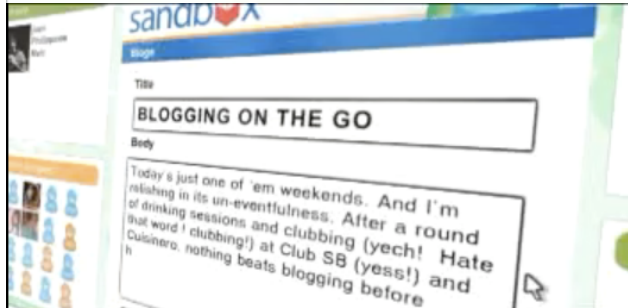
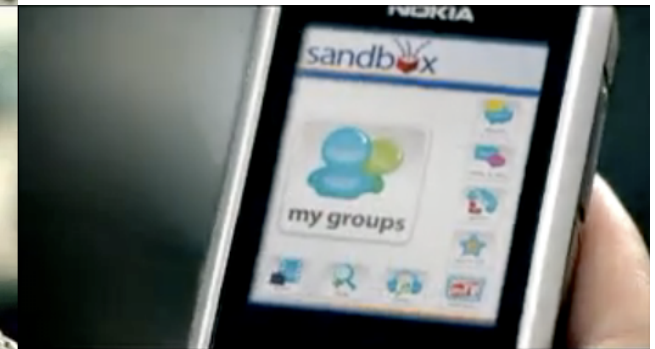
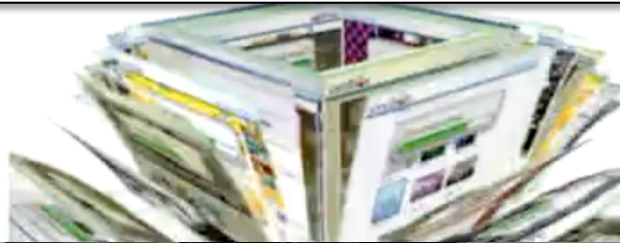


Sandbox My Groups on Mobile



* iPhone used for demonstration purposes only

Sandbox National TVC Campaign



Messages to MrAlex

hi im from phillipines!!! heresa my
contacat number 090XXXXXXX

can you be my friend??..hope
to see u in person

ok i accept, you one of my
friendtake care and god bless you,

hello..im a newbie hir in
sandbox...^_^



Thank you so much. I
love being here...

i like this thanks a lot mhen
^^

hi thanks 4
welcoming me...

oh! thank you...i like this site,
it's interesting.

Thanks a lot... im so glad to
be a part of it...