



feelgoodaboutmobiles

Concept

Feelgoodmobile is a brand designed to deliver ancillary software and services to high quality smart phones. Its main drivers centre on the ability to protect and replace your phone and your data in event of accidental damage, loss, theft and remote attack, whilst also highlighting and promoting the discourses emergent from web 2.0 usage in professional, creative and pastoral capacities.

Background

The concept emerged as a lateral consideration to the LDA funded Secondment into Knowledge programme engaged in by Fonehouse and the Design Against Crime Research Centre in the latter part of 2007.

The project aimed to define a strategy for implementation that would improve our 'quality of life' by reducing the occurrence and fear of crime vis a vis handset theft whilst also developing added value services to Fonehouse' Feelgood initiative.

Originally conceived to forge a practice based methodological process for knowledge transfer between academia and SME business, the project - although now concluded within the remit of the grant - remains ongoing. This is due to the success of the engagement between both organisations and the 'mission critical' nature of the subject matter.

The Threat

One mobile stolen every 12 seconds in the UK.
500+ malicious viruses growing exponentially with increasing mobile internet access and Bluetooth connectivity.

The Product(s)

Mobile insurance and registration, content storage and retrieval, anti-virus, anti-spam and anti-theft. These products are to be sold as a full package, or as modular units.

Mobile insurance:
Rapid replacement of lost or stolen devices.

Mobile registration:
All devices registered with Immobilise database to facilitate detection, recovery and return of lost or stolen devices.

Data storage and retrieval:
Remote backup of data stored on the device enabling retrieval and replacement of data and settings lost with lost or stolen devices, including:
Contacts
Mailbox (email, SMS and MMS)
Personal data

Network settings.

Mobile anti-virus:

Real time protection across all your device's communication channels that will keep you safe from over 500 malicious viruses – Trojans, worms and spyware - which range from international auto-diallers to battery drainers.

Mobile anti-spam:

Simple to use application for filtering unwanted SMS and MMS messages from both unknown and user specified numbers.

Mobile anti-theft:

Remotely lock your device from use by a third party, will notify you if SIM is changed and tell you where it is located. Ability to wipe specified sensitive data from your handset ie: contacts, mailbox, personal data, memory card and network settings.

Specific functionality to anti-theft:

SIM protection:

The product will detect the insertion of a replacement SIM card and send an SMS message to up to three specified telephone numbers without any indication to the handset user. The message will include location information if available (GPS and/or cell ID). The owner of the handset can also configure the product so that, in addition to any other actions, the device is locked when the SIM card is changed, preventing the user from making use of any device features. Once locked the device can only be unlocked by entering a password.

Locking:

If this feature is enabled, the product will watch for an SMS message where the only text is “!ATdevicelock password”. Detection of this message will lock the phone.

Wiping:

If this feature is enabled the product will watch for an SMS message where the text is “!ATdevicewipe password”. Detection of this message will erase data from the device. The user can configure the product to determine what data is removed. It will not be possible to recover any erased data. The options for erase will include:

Contacts

Mailbox (email, SMS and MMS)

Personal data

Memory card

Network settings.

Key overall product features:

Simple over the air activation

Small installed package size

Low memory footprint

Low battery drain

Simple set up and configuration

Intuitive UI

Compatibility:

Symbian OS series 60, 2nd edition and 3rd edition

Windows Mobile 2003, 5.0 and 6.0

Launch date:

Spring 2009