



Ring Plus, Inc.  
120 S. El Camino Dr., Suite 104  
Beverly Hills, CA 90212  
Phone: 310-247-9002—Website: www.ringplus.net

**Time:**

10:00 am – 4:15 pm

**Date:**

Thursday: 12/03/2009

Saturday: 12/05/2009

**Location:**

The Beverly Hilton  
9876 Wilshire Boulevard  
Beverly Hills, CA 90210  
(310) 274-7777

**Registration**

**To confirm your registration for this free seminar please go to**

**<http://rbttrainingseminar.eventbrite.com>**

**to request a registration number.**



**CTIA (2009)**

RingPlus Speaks about RBT ads

From Left to Right:

Yahoo

RingPlus

Hip Cricket

Mobile Posse

Zoove

In recent years, "personalized" ring-back tones ("RBTs"), the music you hear when you try to phone someone, have become utilized globally. With this feature, callers on a telephone hear music, messages, greetings or advertisements applied to a telephone line when they call someone. RBT systems are installed in the telephone network to enable replacement of the standard ring-back tone with a personalized audio selection.

RBT-Advertising (also known as RBT Advertising, Ad Ring Back or Ad-RBT ) belongs to the category of in-call media or in-call advertisement. It is the only mobile marketing function which uses the most effective advertisement: the human voice. Subscribers to ring back tone advertising are incentivized to allow branded advertising content as their RBT. Incentives include earning airtime, free calls or credit depending on the number of times callers listen to RBT- Advertisements. RBT-Advertising is being described as a new type of advertising that competes with long-standing advertising media such as TV, radio, newspaper and the Internet, but this is not true. It complements the other advertisement media. It has been reported that in the United States, consumers rate RBT- Advertisements as the most acceptable form of advertising they would allow on their mobile device.



Message from RingPlus:

Thank you very much for participating in the RingPlus Certification Program. Ring Back Tone Advertisements (RBT-Ads) **will grow to over a 17 Billion Dollar yearly market within the next two years in the USA alone!** Industry specialists in telecommunications and marketing agree that RBT-Ads are the next biggest marketing channel after the development of the Internet. This course is your chance to be one of the first pioneers in this market, establish yourself as an authority, and take full advantage of its potential. You will foster your knowledge in new media planning, voice advertisement construction and copywriting, as well as RBT system usage for advertisements.

Our seminar will help you to gain the necessary knowledge to succeed in your business and be certified as an Artistic RBT Advertisement professional. We will prepare you to pass the certification exam, which consists out of a multiple choice test that you will take after the seminar. After passing this test you will be a certified member of an exclusive community of RBT-Advertisement specialists. This is the first time that a free RBT-Ad development course has been offered to creatives and artists. RingPlus gives you this opportunity as a socially aware company. We like to think of ourselves as a telephone community in which we all interact in an environment of trust, honesty, and respect.

We wish you good luck and fun with this course!

Your RingPlus team

Ring Plus, Inc  
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10:00 am -10:45 am	<p><b>What is Mobile marketing and what is RBT-Advertising?</b></p> <p>You will learn general terminology and facts about Mobile Marketing and Ring Back Tone advertisements. We will focus on what mobile marketing can do for businesses and how you can be a part of this new economic opportunity.</p>
10:50 am -11:45 pm	<p><b>Branding Advertisements versus Direct Response Marketing -- Usage of RBT interactivity</b></p> <p>Each marketing strategy has it's forte. We will show you which strategy is the best for your client. We will show you how to add value from your profession to your client and help you to decide which market niche will be the most profitable for you.</p>
11:50 pm -1:00 pm	<p><b>Conveying your message -- The Voice and back ground sound -- Copy writing for your RBT-Advertisement</b></p> <p>We will share our research and experience, teaching you how to design top performing RBT ads. We will show you the design model for the advertisement, which is based upon consumer psychology and years of testing in our RBT system.</p>
1:00 pm -1:30 pm	<p><b>Lunch Buffet: Sponsored by RingPlus</b></p>
1:30 pm -2:30 pm	<p><b>Choose the right RBT interactivity for your Voice Ad -- Frequency and Reach</b></p> <p>Choosing the right target for advertisers seems like a basic idea, but it is not as easy as it seems. We will explain how to do it right, within the unlimited possibilities of mobile marketing. This knowledge will save your customer money and put you in a competitive advantage.</p>
2:30 pm -2:45 pm	<p><b>Networking Break</b></p>
2:45 pm-3:40 pm	<p><b>RBT Software usage -- Your consultancy -- ethics</b></p> <p>We will teach you how to use our free software to manage advertisement campaigns and how this will affect your business. RBT advertisement is effective. We will speak about ethics towards clients and audience of RBT advertisements.</p>
3:40 pm -4:15 pm	<p><b>Written test</b></p>



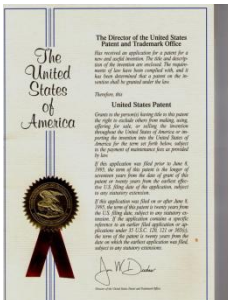
Ring Plus, Inc is a registered telecom with the FCC (ID: 827901) as well as audited by an SEC certified auditor. In addition, Ring Plus, Inc. is complying with its own heavy self-regulatory requirements. Although all this is not necessary to award certifications, Ring Plus is an honest and trustworthy company concerned and wants to ensure that it is working with the best. At the core of Ring Plus' decision to award this Certification is its ownership of the intellectual property for which it is certifying people, and its people with over 8 years of experience working in the RBT program. In the case of Ring Back Tone advertisement, Ring Plus holds U.S. Patents Nos. 7,006,608 and 7,227,929. Our Certification grants a revocable license to create and upload RBT advertisement within the United States for U.S. Patents Nos. 7,006,608 and 7,227,929.

### Why Ring Plus requires Certifications?

Ring Plus is a free-spirited telephone community in which we all interact in an environment of trust, honesty, and respect. We offer innovative advertisement space, and information & telecommunication services.

Ring Plus believes that a new media needs a standard of care to provide functional efficiently. Only trained professionals in a regulated environment can do so. We are committed to professional excellence, so that advertisement clients can trust their consultants and agencies. Our goal is that advertisement clients can rely on the good practices of every professional within the Ring Back Tone industry.

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