



**STUDENT WHO CAN'T AFFORD A  
CELLPHONE PLAN WINS A  
BLACKBERRY CURVE AND A  
LIFETIME SUBSCRIPTION TO**

**MOMENTEM – COURTESY OF REDWOOD!**



Terry Hughes (pictured on the right), Redwood's CEO, was Master of Ceremonies at Wireless Connections in Banff in November 2007. Terry decided to run a competition to give away a brand new Rogers BlackBerry Curve 8310 phone at the event. The winner was Emir Halepovic, a student at the University of Calgary. As Emir walked onto the podium to receive his award he proclaimed "I am a poor student, I need a phone but have never been able to afford one!"

Terry then went on to explain to Emir, and to the audience, that Redwood's solution – **momentem** – was the perfect addition to any cellphone, particularly the cellphone of a student that has to manage a tight budget. Emir reinforced that by saying "I have avoided signing up for a monthly plan because of the variable costs, the unintelligible bill, and my inability to manage my mobile time effectively."

For Emir and for all the other **momentem** users out there, their wait is over ... **momentem** solves those pains, whether the user is a student or a CEO. **momentem** enables users to allocate their mobile calls to projects and cost centres, to flag the cost of calls that they can recover from others, to manage their mobile activity including tagging the time they spend on emails and meetings, and to even type in all their expense items on the handset. **momentem** then allows those users to complete expense claims and to make sense of their carrier phone bill.

Emir is studying for a PhD in "Content delivery in wireless broadband networks", so he knows a thing or two about wireless communications, but he finds the cellular billing world to be alien to his generation of "digital natives". Emir said "to have a bill with a long list of numbers and being charged by the minute at an unpredictable rate makes me feel like I don't have control of my spending." Terry commented "With **momentem** Emir will be able to allocate meaningful subjects to each of his calls so that they make sense at the end of the month when he cross-references them to his bill, and even during the

month Emir will be able to use momentem to keep tabs on his usage compared to his rate plan.”

Once Emir became familiar with how **momentem** works he became even more excited about its possibilities. He went on to say “Like any student I have a really busy life, some would say chaotic! I am a volunteer Director of the condo building where I live which involves lots of committee and maintenance calls, I am of course a student where I need to make calls all over the world as part of my research, I actually teach at the University and that requires a lot of calls to set up classes and to talk to students, I am likely to take a placement or a job at some point and I’m sure my employer will want to call me, and believe it or not I also have a social life!” Terry commented “With **momentem** Emir will be able to accurately allocate all of his calls, incoming and outgoing, to each of his projects that he outlined. He will be able to bill back some of the costs to the University or the body that provides his grant, but most importantly he will be able to see what he is spending his time on.”

Emir went on to say “Here at Wireless Connections in Banff I would already find **momentem** to be invaluable. I have incurred expenses, both personal and for the University, I have made some long distance calls that I need to make a note of, and I have had some good meetings that I would loved to have logged so that I can show my activity to my sponsors.”

**momentem** also has an audit trail and reminder capability, allowing busy people like Emir to refer back to details on calls they have made and to receive instant reminders of calls they need to follow up on.

As Terry awarded a delighted Emir with the phone, he commented “At some point almost every cellphone user feels the pain of a bill they can’t understand or a cost that surprises them, and most cellphone users would love a way of sorting their mobile time and activity. **momentem** delivers that on devices like this BlackBerry Curve, and we are delighted to be presenting it to such a deserving case – Emir, the time poor, cash poor student!”

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