

UniVirtua™

The Power of Majic

An Introduction to the Majic Mobile Platform

Majic™

Simply Evolutionary

www.UniVirtua.com

Introduction

In an incredibly short space of time, the growth in the smartphone market has sky-rocketed to a point whereby it's hard to imagine life without them. The main impact is that there are now software applications ('apps') for just about anything, but it is a little known fact that there are inherent problems in terms of the security and functionality of apps that depend on network connectivity.

While many of these apps are in fact true applications which reside on the device, many more (especially mobile banking and mobile sports betting applications) are not actually apps at all. They are in fact very well crafted web services, delivered via the device's web browser.

Using web pages exposes a number of intrinsic problems. First and foremost, web browsers are prone to 'click jacking' whereby a page on the browser is hijacked and the user is led to what looks like a genuine web page, which is in fact malicious. Secondly, mobile web browsers have a habit of caching to memory even secure content - not a good policy when a user wants to perform totally secure banking on their mobile device. Combine this caching with click jacking, and any mobile malware will have unhindered access to your personal details.

True mobile apps do not suffer from many of these problems, but they still tend to leave data loitering on the device, even users' security credentials. Additionally, many of these apps are quite large compared to the resources of the device they are being installed on, and in an area with poor connectivity they can take a long time to download - if they download at all.

In answer to these and other problems, UniVirtua has developed a patented (UK Patent No. GB2443846) development platform - the Majic Mobile Platform ('Majic') - which enables programmers to build and deploy applications for smartphones, and other mobile devices, that boast unrivalled security and functionality.

Evolutionary Solutions

UniVirtua's Majic platform addresses the above concerns in a number of ways. Firstly, Majic-based applications do not leave behind any business logic, user credentials or other sensitive data on the device. Majic applications are not installed on the device in a conventional sense, but are effectively streamed from the server in an on-demand fashion as a collection of fine-grained modular components.

They then self-assemble on the device within the 'MajicClient' - a virtual container that resides in the runtime memory of the device - and thereafter perform as any conventional application, with the added bonus of an industry standard and highly secure SSL (256-bit encrypted) connection to the network.

Secondly, once the Majic-based application is closed, all sensitive and confidential information remains behind the secure network firewall, not on the device, and the components are expunged from memory.

Thirdly, the component-based approach of Majic-based applications gives them the ability to operate even in areas where connectivity is limited to poor quality EDGE, or even GPRS, speeds by automatically selecting components best suited to operating under such conditions.

The component-based approach also allows applications to be deployed quickly, and then upgraded and extended afterwards, in a manner which is 100% transparent to the user. This reduces the time to market and removes the burden of application management from the user.

Such an approach also allows drop-in 'cross-pollination' of components across applications, promoting massive reuse and greatly reducing the time (and therefore cost) of application development. In summary, building mobile apps using the Majic platform delivers a number of key benefits:

- **Security**

When the user has finished using the application there remains no residual data, whatsoever, on the device

- **Speed**

The use of fine-grained dynamic components ensures high speed access to full-featured applications

- **Adaptability**

Majic applications can be designed to display different versions of an application depending on the network conditions, enabling the application to maintain a reasonable level of performance in poor signal conditions

- **Can survive Network Outages**

As Majic applications run on the mobile device, and not on the web, even if the wireless signal drops temporarily applications can still run on the device

- **Version Control & Updates**

As Majic applications reside on the network, the application provider can easily, and invisibly, control any updates and does not rely on end-user participation

- **Small Storage Footprint**

Users can access a vast range of richly featured applications without requiring large amounts of device memory

- **Accessible from Virtually any Device**

Applications can be accessed via a wide range of mobile devices and are not restricted in usage to high end smartphones and PDAs

- **Shorter Lead Time to Market**

For new and updated services because Majic components can be added to an application simply by adding them to the central store - the application running on the device will immediately be aware of the new service, and present it to the user

- **Reduced Cost**

Due to Majic's componentised nature, fault-finding is simple, meaning that application providers benefit from lower ongoing maintenance overheads

- **Reach Of Majic**

The scope of Majic spreads further than smartphones - it can be deployed onto other low-resource devices such as pads, televisions, set-top boxes and in-vehicle systems

About UniVirtua

UniVirtua is an Ireland and UK-based company specialising in the research, development and commercialisation of dynamic, component-based application technologies, specifically targeting the networked, low-resource device markets such as smartphones, wireless pads, digital TVs and in-vehicle systems.

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