

# media release



IMMEDIATE

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# m<sup>3</sup>

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## mymobilephone launches m<sup>3</sup> mobile message manager

[www.mymobilephone.com.au](http://www.mymobilephone.com.au) Australia's favourite mobile phone content portal, has launched a new messaging service called m<sup>3</sup>. The service aimed primarily at SME's, provides inbound sms management for competitions, mobile marketing campaigns or sms based customer interaction.

m<sup>3</sup> (m cubed), is aimed specifically at SME's and is a simple yet extremely powerful tool allowing the management of inbound sms messages. Typical applications of the service include sms voting and competition entry.

The service supports both premium and none premium numbers and is highly scalable. It is aimed at marketing agencies and also smaller media operators in radio, television and print media.

"m<sup>3</sup> is a very competitively priced application which allows operators to integrate sms into their operations without the associated risk of committing to large sms volumes" say's mymobilephone managing director Harold Dimpel. "We saw the need for a budget priced solution for and undertook to develop a service specifically tailored to needs of smaller operators."

### about m<sup>3</sup>

m<sup>3</sup> is a web based service. Customers are assigned with a dedicated inbound premium or non premium mobile number. Users then send requests or entries via SMS text message to the number. Results are displayed and can be filtered and exported using search criteria which are entered on the website. Data can also be saved and exported.

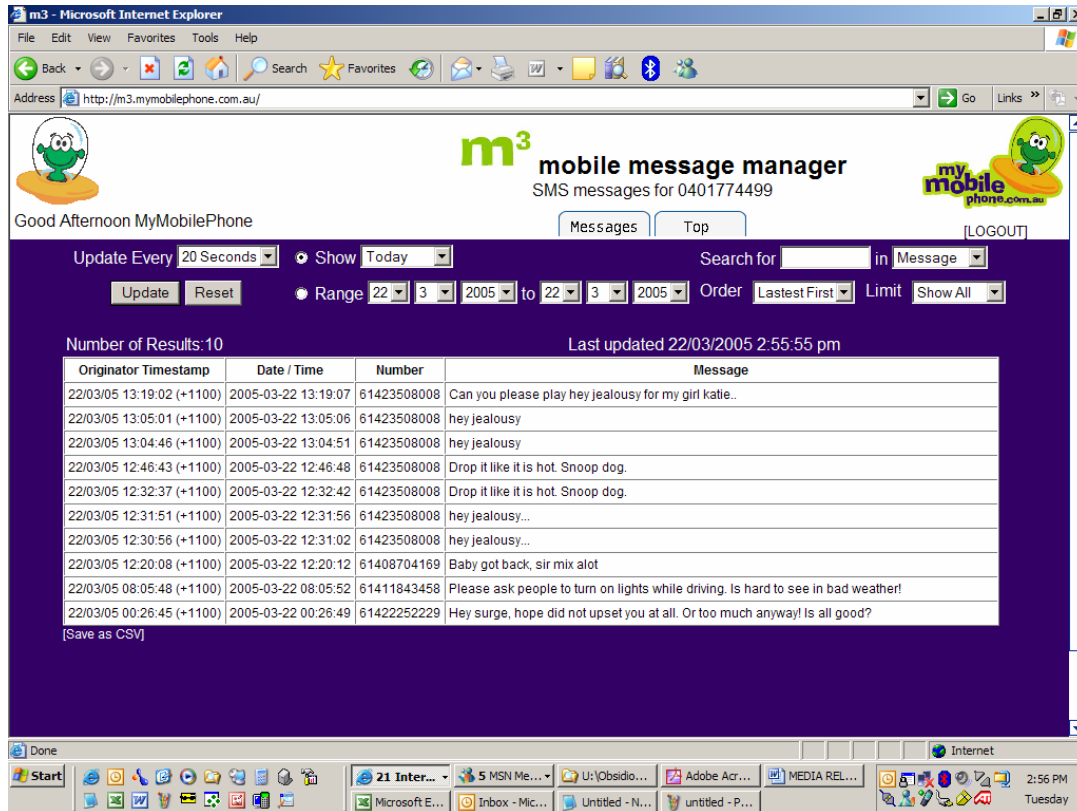
By allowing the operator to change search criteria, the same single inbound number can be used to simultaneously run a number of campaigns, eliminating the need for developing complex data processing algorithms.

Revenue generated from premium number services is shared between mymobilephone and the service operator. Costs of implementing the service are based on a case by case basis and depend on the message volume.

m<sup>3</sup> is compatible with all Australian mobile networks including Telstra, Vodafone, OPTUS, Virgin Mobile, Orange and 3 networks.

A demonstration service is available at <http://m3.mymobilephone.com.au>. Log in access can be provided by contacting [info@mymobilephone.com.au](mailto:info@mymobilephone.com.au).

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Screenshot of m<sup>3</sup>. The application allows easy filtering of incoming messages, configurable search criteria and data export capabilities.

#### about mymobilephone

[mymobilephone.com.au](http://mymobilephone.com.au) is a 100% Australian owned, carrier independent and leading provider of mobile entertainment and business services and operates the [www.mymobilephone.com.au](http://www.mymobilephone.com.au) web portal.

[mymobilephone.com.au](http://mymobilephone.com.au) believe in keeping things simple and above all, fun and easy to use. Through innovation and clever marketing and by providing excellent service and support to customers, mymobilephone.com.au has become one of Australia's most popular internet portals for mobile phone users and now competes directly with giants such as ninemsn and Yahoo.

mymobilephone has provided sms messaging and mobile content services to Australian customers since 2000 and have also received a number of awards.

#### contact details

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