

# Press Release



IMMEDIATE

17 September 2003

## order polyphonic ringtones by sms

### 1<sup>st</sup> premium sms service for polyphonic ringtones

mymobilephone.com.au, Australia's favourite internet portal for mobile phone users now has a service which allows polyphonic ringtones to be purchased by TXT message. mymobilephone.com.au is one of the first operators in Australia to provide this service which is available to customers on the Telstra and Optus GSM networks.

### special introductory pricing

For a limited time, the cost of ordering polyphonic ringtones using premium sms is a flat rate of only \$6 per ringtone making mymobilephone.com.au one of the lowest priced providers of this service in Australia.

### how to order?

To purchase a polyphonic ringtone, customers TXT the word "mmp" followed by the ID for the ringtone to **188POLY** (1887659). The customer will receive a reply sms with details of how to download their polyphonic ringtone. Visit [www.mymobilephone.com.au](http://www.mymobilephone.com.au) for a complete list of polyphonic ringtones and compatible handsets.

### what is premium sms?

Premium sms is a new facility now available in Australia which allows consumers to be charged more than 25c to send an sms TXT message to a particular number. These numbers, known as **premium sms numbers**, are similar to the current premium voice number services (1900 number) which have traditionally been used to purchase content for mobile phones. Premium sms allows purchases to be made directly from a mobile phone via sms TXT message. Charges are applied directly to the sender's mobile phone account making it an idea payment method for small value transactions.

### benefits of premium sms

For consumers, premium sms offer a more convenient way of ordering products or services. For a service operator, premium sms offers a method for generating revenue directly from consumers. Benefits include:

- convenient - can order from a mobile anytime, anywhere
- portable - can order from any location
- is cheaper to purchase content using premium sms due to lower overheads for service operators
- very fast - products are ordered and delivered within seconds, no need to wait in a message que

### about polyphonic ringtones

Polyphonic ringtones are the latest type of ringtone tunes available for mobile phones. The term polyphonic means to play more than one note at a time. Traditionally mobile phones have only been able to produce monophonic ringtones - that is they can play only one note at a time.

Polyphonic ringtones give a much richer sound quality including multiple sounds, percussion, strings, instrumentals and a range of electronic synthesiser tones. Polyphonic ringtones are played using the speaker of a mobile phone. Sound quality varies from handset to handset.

### about mymobilephone.com.au

[mymobilephone.com.au](http://mymobilephone.com.au) is a leading Australian provider of mobile entertainment and business services and operates the popular [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. Visit [www.mymobilephone.com.au](http://www.mymobilephone.com.au) for more details or contact Harold Dimpel on +61 410 622 272.

[www.mymobilephone.com.au](http://www.mymobilephone.com.au)  
[info@mymobilephone.com.au](mailto:info@mymobilephone.com.au)  
ABN 20 101 150 565  
Tel 0410 622 272  
Fax 0414 029 123  
Po Box 602 CURTIN ACT 2605

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