

## **Empower Interactive powers new messaging service across Orange Group**

**4<sup>th</sup> November 2004** - Empower Interactive announces a new contract to supply its Message Service Platform (MSP) to power Orange Group's new PC Messenger service.

Empower Interactive supplies Orange with a number of its technologies designed to deploy new messaging services rapidly and cost effectively, thereby providing access to new markets and new revenue streams.

Empower Interactive's solution is powering Orange Group's new PC Messenger service, which allows small business users to send and receive SMS text messages between PCs and mobile handsets. The service effectively extends the concept of text messaging to PC users.

The Orange PC Messenger Service, developed by General Wireless, integrates several products from Empower Interactive's portfolio of mobile data solutions, including its Virtual Mobile Redirector (VMR), which gives mobile operators access to the global GSM subscriber base of more than one billion handsets.

Each of the subscriber's PCs is given a mobile phone number via a free downloadable client. The subscriber's email application is then connected to the GSM network through Empower Interactive's Message Service Platform (MSP), which then distributes messages across the global GSM network.

Orange's small business clients can use email as a mobile messaging tool. They can send and receive mobile text messages from their PC using widely available applications such as Outlook and Lotus Notes. Mobile workers can now communicate with their colleagues while away from the office. The company can be billed for the service through either contract or pre-paid mobile phone accounts.

"We enable the Orange Group to leverage its existing messaging infrastructure to deliver new messaging services such as PC Messenger," said Michael Manna, VP of Sales EMEA at Empower Interactive. "Our technology has given Orange a new channel for email, bridging the PC-to-mobile divide and extending the concept of text messaging to the desktop computer."

"Empower Interactive's technology lowers the barrier of entry for innovative messaging services for the small to medium-sized company," said Manuel Kueffer from Orange Group. "Our PC Messenger is a simple and straightforward solution that enables our business customers to extend their ability to communicate, without investment in new technology."

The service has already been implemented by Orange U.K and Mobistar, Orange's Belgian subsidiary, with roll-out throughout the rest of the Group planned for the next few months.

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### **About Empower Interactive**

Empower Interactive enables mobile operators and service providers to advance their mobile data services by providing infrastructure products to manage and deliver messaging services, applications and content on mobile networks.

Its portfolio of products and services is based on an innovative Mobile Data Services Architecture for advanced and intelligent handling of application and person-to-person messaging. The products and solutions simplify access to the mobile network infrastructure, increase messaging network control and intelligence, and help operators rapidly to launch new service offerings.

Empower Interactive's intelligent messaging routing and control capabilities offer an effective and reliable way to manage high volume and time-critical traffic independently from the existing infrastructure. This lowers the average cost per message and optimises ROI on prior infrastructure capital expenditures.

Many of the world's leading operators have already selected Empower Interactive's innovative and flexible framework, including Orange Group, WIND S.p.A, Etisalat, Smart, Starhub and Telkomsel. Its technology is behind many high-profile mobile services around the world.

Empower Interactive was founded in 2000. It is headquartered in London and has regional offices in Paris, Singapore, Kuala Lumpur and Manila.

[www.eigroup.com](http://www.eigroup.com)

#### **About General Wireless**

General Wireless provides user-friendly, two-way eSMS solutions to mobile operators for corporate and personal use. The company is a Microsoft Office Marketplace partner in many countries as well as an IBM Partnerworld partner. Customers include mobile operators such as Orange, Telecom Italia Mobile, Vodafone and TeliaSonera.

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