Media release

5th October 2004

Empower Interactive opens up exciting new mobile messaging revenue opportunities for operators across the Middle East

Empower Interactive has secured a contract with Etisalat, the leading Middle Eastern telecoms provider, to deliver its Application Messaging Service Center (AMSC) and Message Delivery Platform (MDP). This advanced Mobile Data Services Architecture will pave the way for development and launch of new mobile messaging services and open significant revenue opportunities for Etisalat.

The AMSC and MDP are designed to support significant regional traffic volumes generated by mobile applications, such as marketing campaigns and content delivery. They provide Etisalat with the potential to connect up to 1,000 applications to its network simultaneously, whilst continuing to guarantee Quality of Service for its significant volumes of peer to peer traffic.

A key feature of the upgraded network is an advanced SMS forwarding function, which Empower Interactive designed in response to regional demands. This feature will allow Etisalat to offer diversion of SMS messages in the same way one might divert a mobile voice message. The AMSC architecture can also be upgraded seamlessly for MMS data transport.

Automatic message forwarding will allow customers to upgrade handsets without losing any data messages. This is particularly significant for any operator, since by driving uptake of new, advanced handsets the operator will also boost growth of lucrative multi-media messaging services.

Key messaging services to be supported by the new infrastructure include wide-ranging national and regional news alerts to cater for any country with a multi-cultural environment. By connecting more applications such as these to its network, Etisalat will be able to tap into an important new source of revenue.

"The UAE market is closely monitored as a yardstick for other regional operators and as the local incumbent Etisalat has a fantastic opportunity to grow revenues in new SMS and MMS services," said John Walsh, Regional Account Director, at Empower Interactive. "We are committed to delivering a network solution that will support the development and growth of new and innovative mobile messaging services way into the future."

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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, Smart, Starhub, Telkomsel and TIM S.p.A. 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 EMEA (UK), Asia Pacific (Singapore) and the US. www.eigroup.com

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