

## **Empower Interactive Introduces Faster, More Reliable, MMS Delivery**

**September 7, 2006** - Empower Interactive, the service-centric mobile messaging company, today announces the introduction of MMS Direct Delivery. The new MMS application-to-person (A2P) message delivery centre has been designed to drive mobile operator profitability through more rapid and cost-effective delivery of MMS traffic. The efficiency of the product and its more cost effective delivery of A2P MMS allows mobile operators to either increase their margins or bring down their wholesale MMS prices or a combination of both.

With MMS growing as a revenue generator for mobile operators, current Multimedia Messaging Service Centres (MMSCs) designed specifically for peer-to-peer (P2P) messaging simply do not scale efficiently or economically enough to enable large A2P MMS broadcasting. Empower Interactive's MMS Direct Delivery allows operators to bring new and existing value added services to the mass market by combating the shortcomings of existing MMSCs. With drastically increased message per second capacity for A2P traffic, MMS Direct Delivery raises overall capacity levels and improves the quality of service for P2P traffic by separating it from A2P systems.

For the mobile operator space the MMS Direct Delivery model offers higher capacity A2P MMS with more rapid delivery times and provides the opportunity to deliver a wider range of new value added services. They can more easily provide the bandwidth and throughput required to deliver such demanding services such as sports or events alerts, content subscriptions or mobile marketing campaigns. Teamed with the ability to offer a faster delivery service, content is assured to be more relevant and valuable for customers, increasing revenue potential from both operator and third party services.

"As large media brands and content aggregators push more video, photo and animated content, demand for high capacity A2P MMS enablers is growing," said Keith Cornell, Chief Executive Officer, Empower Interactive, "MMS Direct Delivery opens up new revenue streams, provides more capacity and allows operators to keep up with increasing price pressures in the industry."

The MMS Direct Delivery is easy to deploy and manage - complementing the MMSC, the new delivery centre enables independent scaling and modification of P2P and A2P systems with minimal impact on each other.

Compliant with all relevant industry standards including 3GPP and OMA, MMS Direct Delivery significantly reduces the total cost of ownership for operators as well as notably reducing cost per message.

### **About Empower Interactive**

Empower Interactive Ltd. develops, markets and supports service-centric messaging solutions for mobile operators worldwide. Its products give customers the ability to provision, bill and manage high volume SMS and MMS applications. Empower Interactive delivers critical enhancements to the existing network infrastructure such as intelligent SMS/MMS routing, flexible filtering, off-loading, SPAM control, replication and dynamic message store and forwarding.

Empower Interactive's highly differentiated products have been designed to reduce costs and time-to-market. They allow operators to rapidly introduce new revenue-generating messaging services with increased delivery efficiency and reduced cost-per-message.

Many of the world's leading operators rely on our feature-rich products and strong company performance, including Orange, WIND, Smart, Starhub, Telkomsel and Etisalat. Empower Interactive was founded in 2000. Empower Interactive is headquartered in London and has regional offices in Johannesburg, Paris, Singapore, Kuala Lumpur and Manila.