

Empower Drives Telkomsel

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SINGAPORE -- Empower Interactive, a trusted supplier of mobile data services infrastructure products for mobile operators, has secured a deal with leading Indonesian mobile network operator, Telkomsel. Empower Interactive will provide Telkomsel with a high-capacity Message Delivery Platform (MDP), designed to support high volumes of messaging traffic generated by mobile applications, such as marketing campaigns and content delivery.

Telkomsel currently serves over half of Indonesia's 20 million mobile subscribers and is looking to support growing demand from third parties to connect messaging applications to its network. Empower Interactive's MDP will carry at least 200 SMS messages per second, enabling the operator to offer greater capacity and Quality of Service (QoS) to mobile marketing application and content providers alike.

The Empower Interactive solution will allow Telkomsel to support a range of innovative new applications. For example, working with national and international banks to enable subscribers to access exchange rate information, carry out account balance checks and even arrange transfers via SMS.

By connecting more applications such as these to its network, Telkomsel will be able to maximize a significant additional revenue stream.

Bajoe Narbito, President Director of Telkomsel, commented: "The mobile industry in Indonesia has grown rapidly and Telkomsel experienced a 60% leap in subscriber figures in 2003 alone. However, supporting this fantastic increase in demand for mobile services places significant pressure on our network infrastructure. Working with Empower Interactive, we are confident we can support the ongoing growth of person-to-person messaging, plus the lucrative application messaging sector."

Richard Shearer, CEO at Empower Interactive, said: "The Asian market is one of the most dynamic in terms of mobile messaging. Empower Interactive currently works with a number of operators in the region, developing network infrastructure to support both increasing traffic levels and demand for more innovative messaging services."

"The MDP has proven its ability to deliver additional capacity and QoS reliably and cost-effectively, creating additional revenue opportunities for Telkomsel. We are delighted at the opportunity to work with this market leading operator to develop a long-term solution to its rapidly growing capacity requirements."