



MEDIA RELEASE

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BeamMe.Info launches new SMS advertising platform at ad:tech
Small button, huge reach

Today marks the evolution of effective mobile advertising with the launch of BeamMe.Info's SMS advertising platform, BeamAds, at ad:tech Sydney.

The news comes after the successful introduction of the company's publisher application, which allows users to send online information direct to their mobile phone via SMS – *for free*. BeamAds is the next stage of the publisher platform, it works by allowing advertisers to send targeted ads alongside user requested information.

BeamMe.Info co-founder Brad Down said the Company is very pleased with the tremendous take-up of BeamMe.Info's publisher platform – which in the first 6 weeks sent over 10,000 beams to 6000 mobile users – even before the introduction of the new advertising platform.

"The beauty of BeamMe.Info is that once you have located the information online, you can select to have it 'beamed' to your mobile phone in an SMS format on demand at no cost," said Down.

"With this first application we found a niche in the market and produced a product with clear value for customers," said Down. "Corporations including Honda, AussieWeb and Flight Centre have already trialed BeamMe.Info and are big fans."

"With all of the hype of mobile advertising this year, we wanted to take a step back and look at where there is the greatest penetration. Hence, the greatest untapped value to the advertiser is with SMS", commented Down.

"Millions of SMS messages are sent everyday, the technology is in the phone; it doesn't need downloaded software, a data connection or complex installation. Due to this fact, it's obvious to us that SMS ads are a great opportunity to get advertisers in front of eyeballs effectively, usefully and cheaply," he continued.

BeamAds has chosen the 130 character format to be in-line with other major text advertising services such as Google Adwords. This allows advertisers to easily re-purpose their creative for the BeamAds system.








"BeamMe.Info offers the easiest way to get information from a website to your or a friend's mobile – it enhances the value of both the website and the information on it. Importantly it can also offer a contextually relevant advertiser a very rich and cost effective way to gain an immediate, measurable response," said Nic Jones Digital Director, Starcom Digital

Advertisers can also enhance the value invested in their mobile web assets by including a URL into the text advert. Most modern phones will open the link directly, eliminating the need for browsing or entering mobile URL's using fiddly predictive texting.

-ENDS-







What is a Beam?

Beams are publisher generated free SMS text messages that have been requested from the web.

-  Contact / address details
-  Promotions
-  Event details
-  Timetables
-  Confirmations
-  General listings
-  Directories

What is Beam Ads?

Through the BeamMe.Info web to mobile platform, advertisers can now send targeted ads alongside user requested information from websites to mobile phones.

-  Highly targeted advertising medium
-  Highly measurable with direct response mechanisms
-  SMS ads can contain links to mobile URL's
-  Advertising on user requested content
-  Simple web based interface for managing campaigns
-  Analytics and reporting functionality built in

Mobile phone numbers are not retained in order to protect consumers from unwanted spam. The Beams are also easily integrated into existing websites, with no requirement for redesign.

To view a live Beam and BeamAd in action click on the links:

<http://www.bestrestaurants.com.au/restaurants/VIC-Melbourne-rockpoolbarandgrill.aspx>

<http://www.aussieweb.com.au/details.aspx?id=1239932>

BeamMe.Info is set to be a must-have for websites across the globe. To learn more and trial the service, please visit www.BeamMe.Info

For interviews with Brad Down, please contact Lachlan Bell, ph: (02) 9270 5900; email: Lachlan.bell@daemongroup.com;

About Beam Me.Info

BeamMe.Info is an Australian-based technology innovation company delivering market-leading products to allow content sharing between the internet and mobile phones. Started by three

experienced Australian entrepreneurs, developed in Australia for the global web to mobile market, BeamMe.Info was set up to change the way we use and receive website information.