



MEDIA RELEASE

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BEAM ME THE DETAILS
Small button, huge reach

A new era in information technology begins today with the introduction of BeamMe.Info, a revolutionary SMS based web to mobile information service. A Beam is a button that sits next to website content, and when clicked allows users to immediately send that information directly to their mobile phone for free.

According to co-founder Brad Down, BeamMe.Info, now in public beta, has been built with users in mind and will be adopted rapidly due to its usefulness and simple platform nature. "Websites around the globe will be quick to embrace this technology. As it's so easy to integrate, anybody with a little web experience can add it to their site," he said.

Corporations including Honda, Aussieweb, Best Restaurants and Flight Centre have already begun to trial the platform and are big fans. The fact that their users are able to retain information from the website on their mobile phones long after the web page is closed is helping to create a more integrated brand experience.

"The value in using Beams is that it delivers a useful service for our customers at no cost to the end user, unlike many SMS options currently available," said Corinne Wilson, eBusiness Manager, Honda Australia.

Designed to eliminate the need to write information down, Beams can be used for virtually anything. Popular uses to date include, address and contact details, property listings, URL's to mobile web content and flight and accommodation booking confirmation details.

"The beauty of BeamMe.Info is that once you have located the info you want online, you can have it "Beamed" directly to your mobile phone in SMS format on demand at no cost," said Down.

Companies spending a lot of money developing mobile web assets will find the platform very useful for driving users to relevant pages without the need to browse, saving the user money on data charges incurred with excess browsing. "Beams are set to become SMS bookmarks for mobile content," Down added.

As a stand point BeamMe.Info does not allow website publishers using the platform to retain the user's mobile phone number. This is in order to protect them from unwanted mobile spam. The visual appearance of the Beam is also fully customisable allowing seamless integration into existing website designs.

"It's an awesome platform in a small button that is as easy to add to your site as embedding a YouTube video," said Down.

"Looking at a website and scribbling notes down on a scrap of paper only to realise that you've lost the note is definitely a thing of the past," he concluded.

What is a Beam?

A 'Beam' is a customised text message that can be used to share any sort of information including:

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

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

To view a live Beam 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>

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About BeamMe.Info

BeamMe.Info is an Australian-based technology innovation company delivering an open platform SMS information service, allowing the delivery of free-to-user website information direct to customer mobile devices. It is simple to set-up, cost effective, and features management and reporting functionality. Started by three experienced Australian entrepreneurs, BeamMe.Info was set up as a SMS information sharing product, set to change the way we use and received website information. Developed in Australia for the global web to mobile market.