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Talk to the hand ... major real estate and listing websites utilise BeamMe.Info to engage users.

The concept of BeamMe.Info has taken another positive step, with major agreements made to implement the BeamMe web to SMS service. Proving that strong demand exists for the transfer of useful information from the web to mobile phones. Forward thinking websites homehound.com.au, hotfrog.com.au, eatability.com.au and timeoutsydney.com.au have jumped at the opportunity to engage their users and offer their advertisers a new and effective advertising inventory.

These sites have agreed to implement Beams with their advertisers being given the opportunity to attach adverts to the messages delivered. These adverts sponsor the Beams which allows the information to be free to the end user.

Publisher pays agreements have also been made with Flight Centre, Honda, City of Sydney, Bunnings Warehouse and The Green Pages. These companies will use Beams to enhance the usability and interactivity of the information on their sites.

BeamMe.Info co-founder Brad Down said the Company has been very pleased with the tremendous take-up of BeamMe.Info's publisher platform – which in just 3 months and 6 clients has sent over 27,000 Beams to 25,000 unique mobile users.

"We are very excited about seeing these major websites simply and quickly integrating Beams so that their users can now start to reap the benefits. I have been house hunting myself recently and personally am very happy that I don't have to write down all those addresses and opening times any more, I can just send them to my phone instead." said Down.

To cover the cost of the SMS messages and allow them to be free to the end user, advertisers can add a 130 character message similar to a Google Adwords advert at the base of the text message received. These "BeamAds" can contain powerful and measurable calls to action such as SMS replies, URL links and active phone numbers that give advertisers a new and effective way to advertise on mobile phones.

"BeamMe.Info offers the easiest way to get information from a website to your 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 of gaining immediate response." Nic Jones MD Digital Starcom 21/2/08

Publishing companies that have invested significant resources in the development of mobile assets are also finding Beams very useful for driving users directly to mobile content via URL's embedded in the text message.

"With Beams users can be taken directly to the content from the web to their phone, eliminating the need for fiddly and expensive browsing. Beams can essentially be used as SMS bookmarks of useful information on the mobile web.", commented Down.

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 are 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.

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

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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.