

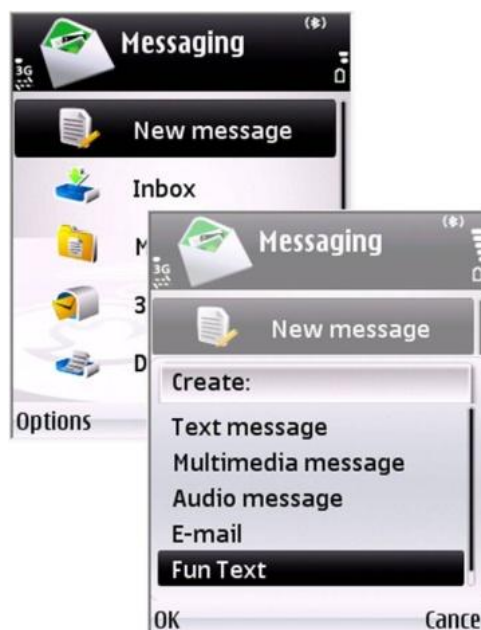
Fun Text: Putting the Emotion into Messaging

Fun Text is a peer-to-peer messaging service that enables mobile consumers to add any form of multimedia content to their text messages; from images to sound clips; from birthday cards to 'Smileys', from viral videos to ad-funded brand content.

Fun Text is complementary to existing messaging services such as SMS text messaging and photo messaging and, like these mass market services, it starts on the handset and utilises existing message delivery infrastructure.

Fun Text defines a new messaging category for carriers and it justifies an additional tariff; the differentiation is that SMS is a functional medium (good for saying "I can't make the meeting") whereas Fun Text is an emotional medium (good for saying "I am really going to miss you"). Fun Text is live on carriers in the US and UK.

- A new messaging category
- An incremental revenue stream
- Static, animated, video and audio content
- Handset client application
- Server-side content retail environment



Fun Text clients are available as a pre-load or a download for Java, Symbian and BREW handsets and, in some cases, the application can be integrated into the messaging menu.

Full integration into the handset's contact list and message in and out boxes is standard.

- Pre-load or download client
- Symbian, Java & BREW support
- Integration into messaging menu
- Contact list integration
- In and Out box integration

The Fun Text client is free to the consumer who can pay per message or take out a monthly subscription to send Fun Texts. The Fun Text server is linked into the carrier's billing system and into the MMSC under the MM7 standard for cross network delivery. Delivery by SMS with wap link is also supported.

- Free client
- Subscription or pay-per-item billing
- MMS or SMS delivery

Fun Text provides a fully managed service for carriers. Professionally prepared, made for messaging content is sourced by Fun Text from around the world and organised into themed categories supplemented by content for special calendar days and sporting events. Content sales are monitored by item and the content store is refreshed daily. Fun Text supports static, animated, video and audio content.

- A fully managed and hosted service
- Made for messaging content
- 1 million content items under license
- 1500 content assets available every day
- Daily content refresh
- Transaction reporting and revenue share settlement.



Key Benefits:

- Introduces a new peer-to-peer messaging category that is complementary to SMS and photo-messaging.
- Provides an incremental revenue stream for carriers.
- Delivers consistently high ARPU.
- Provides access to over 1 million made-for-messaging content items including static images, animations, videos and audio clips.
- Offers carriers a fully managed and hosted service with detailed monitoring of sales data and daily refreshes of content items.
- Provides handset clients for Symbian, Java and BREW which are fully integrated into the handset's contact list.

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