

“mPaper” The New Way to Read Your Favorite Newspaper

Hyderabad, India, September 29, 2007: Pressmart a leading ePaper technology expert and IMImobile an established end-to-end mobile VAS enabler today announced the availability of “mPaper”. This unique collaborative technology partnership will enable news publishers an opportunity to tap the fastest growing mobile mass market of young and technology savvy subscribers who wish to read news and access their favorite newspaper content while on the move. mPaper opens up a new window of business opportunity for content publishers as well as news carriers to offer daily newspaper on a mobile screen in their original format.

To begin with, nine major operators from India and other nations will offer this service over WAP portals for their customers. The mPaper is unique; it offers features like archives, search & saving news item and will be available on a monthly subscription. The New Media Delivery Platform™ enables a managed delivery service to publications that value the velocity and dynamism of Web 2.0 space without losing their print identity on WAP-compliant handsets.

“Through our partnership with IMImobile, we have opened up a new business avenue for our customers to deliver their branded news content over the powerful mobile medium.” Sanjiv Gupta, CEO, Pressmart, Said. “At present, Pressmart has many leading newspapers, providing content over the internet using its ePublishing products. By combining IMImobile's mobile data technology with Pressmark's ePaper technology, we will deliver revolutionary products to our customers. Our goal is to work with IMImobile as our strategic technology partner to deliver exciting new mPaper solutions in the future.”

The newspapers that will be immediately available include brands such as Hindustan Times (Mumbai and Delhi editions), Deccan Chronicle (Hyderabad and Chennai editions), DNA, Indian Express, The Asian Age, Financial Express, The New Indian Express, The Telegraph and Pioneer.

"mPaper will become an exciting new category of technology that will give people an unique newspaper reading experience from their favorite WAP enabled handsets," said IMImobile, CEO, A R Vishwanath, "We're pleased to have collaborated with Pressmart for developing mPaper for mobile users. It will be a whole new way of reading news for people with a mobile lifestyle who want their news on the move."

The mPaper technology aggregates news from publishing partners and on-the-fly converts the text and image content to suit the variety of handset models. Pressmart and IMImobile plan to roll out other SMS, MMS and Voice based services using the newspaper content. For the first time, even vernacular content will be available on the mobile. Leading Indian language newspapers will be rolled out on this service soon.