

IMImobile Announces First Fully Integrated *Mobile Ad Platform*

January 22, 2008, Hyderabad, India: IMImobile, the global provider of value-added services to mobile telecoms operators and content owners, today announced that it has commenced pre-launch trials of its 'Ad-Ring' mobile advertisement platform. Ad-Ring is the industry's first fully integrated mobile advertising platform. It provides an environment in which multi-format ad campaigns can be created and delivered to consumers via a full range of mediums covering SMS, MMS, voice, WAP portal, caller ring back tone and video streaming. Furthermore Ad-Ring is delivered as a module within IMImobile's 'DaVinci' service delivery platform (SDP) and is provided as a fully managed service. DaVinci has enabled 4 billion user interactions worldwide in 2007 alone.

Commenting on the development of Ad-Ring, IMImobile CEO, Vishwanath Alluri said, "Our advertising partners have increasingly complex needs that demand a highly flexible and intelligent platform. Ad-Ring is an open platform that not only meets those needs but also provides a user friendly and sophisticated interface that will allow our customers to initiate and manage consumer campaigns quickly and easily, taking full advantage of the highly targeted nature of mobile advertising."

The development of Ad-Ring, which is expected to launch commercially in the first quarter of 2008, is an evolutionary development of IMImobile's proven DaVinci managed service delivery platform which provides the tools to cost effectively deliver a range of services 'off the shelf', a development architecture to develop and deliver new services and an environment in which operators and partners access detailed market and infrastructure intelligence. The 'open' architecture enables easy integration with VAS platforms including WAP, SMS, MMS, caller ring back tone, Voice and Video.

DaVinci incorporates a comprehensive management information system that enables IMImobile's customers to properly understand subscriber usage and behaviour to determine individual requirements and target services accordingly. The management information system is fully integrated with Ad-Ring to provide detailed subscriber segmentation and targeting data, together with campaign measurement and analysis.