

IMImobile selected by Meteor to provide it's new music download service

Putting the user experience first

London, 7 December 2009: IMImobile, the leading service creation partner for operators announced today that it was selected by Meteor in Ireland to provide its subscribers with a flexible, full track music download service using IMImobile's DaVinci Music service. Subscribers are able to purchase and download over 1.4 million DRM free tracks from their PC and their mobile handset and immediately share music across any device.

Subscribers will not need to purchase and download the music multiple times to listen to music on their PC, mobile handset and music device. Instead subscribers will be able to access music wherever they are from the PC or mobile phone and automatically receive a free WAP link to download the music from a text message on their mobile and from their Meteor Account on the PC. Subscribers will be free to copy music onto any device without any restrictions on where, when or how tracks are played.

Available immediately on over 1,500 handsets, Meteor's Music Service will enable Meteor to connect with their subscribers through music, providing a user-centric experience and a rich choice of music from over 200 independent labels and mainstream labels including EMI, Sony BMG, Universal Music Group and Warner Music Group.

Elaine Robinson, director of advanced product development at Meteor said; "Meteor's Music Store has put the user experience first enabling subscribers to listen to music on the devices they choose and only be charged once."

Anu Shah, head of IMImobile Europe said; "We are looking forward to working in partnership with Meteor to provide a compelling managed music service. Our operator customers are able to meet changing consumer demands through rapid service deployment and technical innovation."

Celebrating the recent launch of the Meteor Music store, Meteor has teamed up with Universal Music Ireland to give one lucky Meteor Customer and three of their friends the chance to win the Ultimate VIP Blizzards Experience for their sold out performance at the Olympia Theatre on 12th December. Among the most popular downloaded singles already are Cheryl Cole, JLS, Alexandra Burke, Westlife and the Black Eyed Peas.

The DaVinci Music Service is provided through flexible modular architecture that make up IMImobile's DaVinci service platform. This modular environment enables operators to enhance the user experience and create innovative services unique to their brand.