

Telecom Express and IMImobile join forces to launch IMEXmobile

IMEXmobile provides the complete solution to design and monetise mobile services for media owners

Hyderabad India, June 17 2009: IMImobile, the leading service creation partner for operators today announced the launch of IMEXmobile. The joint venture company has been set-up to provide major UK media groups with an end to end solution for the implementation of interactive mobile services to grow revenues across this sector.

IMEXmobile unites Telecom Express's 20 year track record in the delivery of interactive services to media clients with IMImobile's proven service delivery platform. Telecom Express currently provides services to the UK's leading media companies including News International, the BBC and Telegraph Media Group, whilst IMImobile provides mobile technology platforms and services to network operators and media companies such as Vodafone, Airtel, Virgin Mobile, Yahoo! and Reuters in 40 countries around the world and has offices across Asia, Europe, LATAM and the Middle East.

IMEXmobile removes the need for media owners to work with a host of small and disparate suppliers. The company provides a complete service that incorporates the expertise, relationships and technology necessary for successful campaign and product development, implementation and account management, with a single partner. IMEXmobile delivers the tools that enable its partners to significantly increase mobile revenues whilst reducing the cost of service management.

Commenting on the launch, CEO of Telecom Express, Damon Russell, said: "IMEXmobile was created from the ground up to meet the demands and address the opportunities of our media partners. The established response mechanism will always have a place in consumer interaction, but mobile offers huge opportunities if it's imaginatively and efficiently exploited."

CEO of IMImobile Vishwanath Alluri, added; "IMEXmobile provides a great opportunity for media owners in the UK to harness the benefits of our globally proven DaVinci service delivery platform. Businesses which effectively embrace mobile are able to create truly personal relationships with the end user and benefit from the associated revenue such a relationship can bring. This joint venture is an exciting development in IMImobile's European expansion strategy following the take-over of Music2You from Nokia Siemens Networks and acquisition of dx3."