

Emagine: The Year That Was and the Year Ahead

- Pre-pay mobile phone use to grow in established markets such as Australia
- Mobile advertising and cheaper bandwidth to drive down mobile phone bills
 - Trigger based marketing to become more personalised in 2008
- Focus on real time marketing in telecommunications sector next year

Sydney, Australia, 4th December 2007: Get ready for a rise in pre-pay mobile phone usage in established markets like Australia, cheaper mobile phone bills by around 15 per cent and deeper personalisation in trigger based marketing as well as a focus on real time marketing in the telco sector next year according to David Peters, CEO of Australian owned [Emagine International](#).

The company will look forward to 2008 on the back of a successful 2007 where a number of global new business wins and high profile additions to the board team has seen it tipped as a rising star in the MIS magazine's strategic 100 report.

David Peters commented: "The next year will be an interesting one for telcos globally. The uptake of pre-pay mobile phones, which is already strong in new world markets such as Asia and Africa, will increase in established markets such as Australia, US and UK. Mobile phone bills are likely to reduce by around 15 per cent globally because of cheaper bandwidth costs, a rise in advertising subsidised services and increased competition. This will make pre-pay an attractive option to consumers wanting flexibility and parent's wishing to gain more control of their children's escalating phone bills."

Mr Peters sees a big focus on ARPU (average revenue per user) stimulation from value added services, data services and mobile advertising with voice continuing to be a commodity. "Mobile advertising activity will integrate into trigger based marketing which, in turn will become much more personalised, similar to an individual conversation between the advertiser and advertisee. Based on large customer data volumes, the management of trigger based marketing increases conversion rates, accelerates ARPU generation and reduces churn."

"I believe there is a second phase of campaign management (CM) activity in the telco space where operators realise that traditional CM suites they installed three to five years ago were fine for wave based campaigns to specific segments, but cannot scale to deliver real-time trigger based marketing across hundreds of simultaneous campaigns. That's where the Emagine solution is winning for major carriers like Vodacom in South Africa with its 32 million customer base," continued Mr Peters.

Emagine will go into 2008 looking to further this year's success after winning several new clients with more to be announced. The re-commitment of HK CSL for a further three years, the expansion of the Vodacom project in Africa and the establishment of a European operation puts Emagine in a strong position for the year ahead.

This year also saw Tony Kalcina, the founder and executive director of listed IT company Clarity join the board and he will play a pivotal role in the next growth phase for Emagine.

"Next year, Our geographical focus will remain on Africa, Asia, the burgeoning Middle East and our European presence. We will also enter into an acquisition phase for other complementary companies. Whilst our strategy will be to remain close to our core of telco marketing, the mobile advertising space is also very interesting to us," concluded Mr Peters.

-ends-

About Emagine:

- ii Emagine enables telecommunications companies globally, such as Vodacom South Africa, and Telstra Australia, to automate their marketing processes to reduce churn and increase customer revenues.
- ii The Emagine Campaign Management system is deployed within 9 weeks
- ii Emagine processes large volumes of customer data, to intelligently trigger customers into the most relevant marketing and loyalty campaigns.
- ii Our methodology is called Marketing to One™.
- ii Our people have practical marketing experience in the telecommunications industry, and our technology solutions have been developed from this perspective.

For further information on Emagine International visit www.emagineinternational.com

For further media information, contact:

Andy Sommer

Spectrum Communications Australia

T. +612 9954 3299

andys@spectrumcomms.com.au