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Echovox launches first pan-European cross-network MMS 'Chat' service

- **Launching the first ever cross-network multi-media chat service**
- **Enabling users to share pictures, sound and video**
- **Delivering a white label application to drive incremental revenue for partners**
- **Ensuring a safe, responsible chat environment through content moderation**

Echovox, a pioneer in the delivery and monetisation of mobile content, applications and services, today launched the first pan-European cross-network MMS 'Chat Service'. MMS Group Chat will allow users to interact with multiple participants in a chatroom by sending both SMS and MMS messages in real time. The solution enriches existing SMS-based chatroom services through the addition of pictures, sound and video content.

MMS Group Chat is a complete turnkey application that allows companies to brand and market the service under their own name. The Echovox solution can go live within 24 hours of being installed, generating an immediate revenue stream. It is fully interoperable and companies that deploy MMS Group Chat will be able to target subscribers of all operators across 10 European countries. It is ideal for existing Internet chatrooms and online dating agencies looking to expand their services and exploit the mobile channel, making the most of the ubiquity of handsets to generate new sources of revenue.

The MMS enabled service will generate increased returns for providers as premiums for multimedia messages are substantially higher than for SMS. The enriched visual content will deliver an enhanced service, driving customers to spend longer in chatrooms, sending and receiving messages. In addition, the 'recipient pays' billing model means the number of paid SMS and MMS messages grows exponentially as more users join a chatroom.

Echovox is committed to providing a safe, secure service to its white label customers. It provides 24x7 realtime content moderation through its unique web-based console that enables monitoring and validation of exchanged content, including sound and video-based MMS. For adult services, Echovox builds additional safeguards into the service, for example age verification. Its comprehensive moderation service will also ensure content is compliant with each individual mobile network operator's and country's regulations.

David A. Marcus, CEO of Echovox, comments: "Developed in response to demand from over 50 of Echovox's existing SMS Chat customers, MMS Group Chat builds on Echovox's existing SMS credentials. SMS Chat, its precursor, enjoyed huge success across Europe and among Echovox's top ten customers alone, the service has carries nearly 10 million messages per month. We are very excited about the potential of this market and believe that the reach, flexibility and safety features of this new application add up to a strong proposition."

SMS-based chatroom services have already proved highly successful and dating applications are particularly popular. Echovox has launched MMS Group Chat to maximise opportunities in this sector where familiar interactive technology makes dating less intimidating and more socially acceptable.

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About Echovox:

Echovox helps companies create, deliver and monetise content, applications and data services for mobile subscribers. It provides a wide range of standardised and bespoke solutions from entertainment content delivery through to interactive services such as mobile voting, chat, quizzes and complex mobile entertainment applications.

Echovox's proprietary network infrastructure, ICON (Inter Carrier Open Network), enables customers to benefit from unparalleled reach. Echovox provides connectivity for Premium SMS (PSMS) and regulatory compliance with all European operators (36 at present) offering reverse billed Mobile Terminated PSMS. This enables its partners and customers to reach over 230 million European mobile subscribers. In addition, a single interface to the ICON platform offers 2-way bulk SMS connectivity to over 330 operators worldwide and over 1bn mobile subscribers. The strength of Echovox's network minimises customer CAPEX, and service development and deployment costs.

Deep experience of working with mobile network operators, content providers, media owners and broadcasters, plus strong consumer understanding, enables Echovox to add value through service development and deployment consultancy. Its technical expertise, flexible service and market knowledge allow customers to launch new services quickly and easily under their own brand to start generating immediate revenue. The company is fully financed and profitable.

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