



#### NEWS RELEASE

## Offers a chance to viewers to interact with commentators 'LIVE' during 'IndianOil Asia Cup' telecast ESPN STAR Sports launches interactive programming with OnMobile

**New Delhi, July 21, 2004** – ESPN Star Sports, Asia's leading sports broadcaster, along-with OnMobile Systems, has launched a first of its kind interactive television sports programming for mobile subscribers across India. Under the initiative, mobile subscribers of Airtel, Orange/Hutch, Tata Indicom and Idea Cellular will have to call a unique number and express their views on 'IndianOil Asia Cup'. A team of ESPN STAR Sports' officials will analyze viewer's opinions and comments in real time and invite selected callers to interact with the commentators during the 'LIVE' coverage of 'IndianOil Asia Cup'. OnMobile has provided the technology for interactive program, which has been launched for the duration of the cricket championship.

According to Ray Hume, Director of Cricket and Indian Production, ESPN Software India Pvt. Ltd, "The latest initiative marks a significant step forward in TVMobile interactive programs in India. The motive is to make people interact with television rather than just watch it. The format of the initiative is extremely user friendly. Mobile users can simply record their views after dialing a number and selected callers will be rewarded with a chance to interact with our commentators LIVE on air. I am confident that this level of simplicity will bring a new phase of interactive programming in the country."

The interactive programming service is available nationally to over 17 million mobile users. The users will be charged Rs 6 per minute for availing this service across India. Subscribers simply have to call a number and say STAR Sports to leave comments/opinion about the 'IndianOil Asia Cup' in English or Hindi. The number for Airtel is 646, Hutch – 123, IDEA cellular - 456 and Tata Indicom (applicable in Mumbai and Pune only) is 1590.

In another first-of-its-kind m-Commerce application, OnMobile technology currently enables users to purchase PIN's for the popular ESPN Super Selector game using their mobile phones. The cost of the PIN is charged to the users' mobile bill.

"At OnMobile, we are focused on making services easy-to-use. We are very excited to be working with ESPN STAR Sports in developing simple, yet powerful interactive programming services. Mobile subscribers become active participants in the channel's programs, while generating revenues for the mobile operators, making it a win-win-win situation for everyone" said Arvind Rao, CEO – OnMobile Systems.

ESPN STAR Sports is about to make a major breakthrough in cricket telecast by simultaneously telecasting the last five matches of 'IndianOil Asia cup' with Hindi commentary on STAR Sports along with English commentary on ESPN. On STAR Sports, in addition to Hindi commentary, the broadcaster will introduce Hindi-programming initiatives that will bring a paradigm shift in the way cricket is presented in the country. The new interactive programming will provide a golden opportunity to cricket followers to be on air with their favorite commentators.

For further information, contact ESPN Software India Pvt. Ltd at 011-5154 4444 - 51:

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**About OnMobile Systems:** OnMobile Systems, Inc. provides true mobility by delivering a multimodal platform and applications to Telecom Operators, enterprises, mobile virtual network operators (MVNOs) and Application Service Providers (ASPs) worldwide. OnMobile was spun out of Infosys Technologies (NASDAQ: INFY) to build cutting-edge software solutions for the telecom industry, and has offices in Silicon Valley, USA and Bangalore, India.

For more information, please visit [www.onmobile.com](http://www.onmobile.com)