

## **Empower Interactive secures contracts with Orange to enhance the management and delivery of SMS and MMS traffic**

- Delivering reliable, scalable and flexible solutions to help Orange evolve its messaging service offerings without service impact and with minimum expense
- Rolling out new services ahead of competition by offering third party content providers access to its subscribers

Empower Interactive, a trusted supplier of mobile data services infrastructure products for mobile operators, is working with Orange to implement a new Mobile Data Services Architecture. The solution segregates mobile data traffic, handling 'application' driven messages over a separate, dedicated infrastructure from person-to-person traffic.

The architecture has been designed to leverage Orange's existing proprietary network elements, laying the foundations for the launch of new SMS and MMS services without the need for significant incremental capital investment in the future.

By separating its application and person-to-person traffic in this way, Orange is able to reduce the load on its SMSCs (Short Message Service Centres). This allows Orange to gain maximum benefit from its legacy infrastructure investments.

"As the mobile market matures, the focus of network operators has shifted from customer acquisition, through ARPU generation, to the delivery of net profit," explains Richard Shearer, CEO of Empower Interactive.

"Orange has been quick to recognise the potential of advanced SMS and MMS messaging, not only to build revenues and develop lasting relationships with customers, but also increase profit opportunities," he continues. "These developments will help Orange to consolidate its position as the UK's leading operator for mobile messaging."

"Our objective was to find a flexible solution to support both existing SMS services and inherently more complex MMS traffic," comments Neil

Chapman, Manager of Messaging Services at Orange. "Empower Interactive has already proved itself to be a trusted partner in the development of mobile data services for Orange UK and Orange Group. The solution they proposed met our criteria, delivering significant competitive advantage and we look forward to working together."

## **Ends**

### **About Empower Interactive**

Empower Interactive enables mobile operators and service providers to advance their mobile data services, by providing infrastructure products to manage and deliver applications and content on mobile networks.

Its portfolio of products and services is based on an innovative Mobile Data Services Architecture for advanced, intelligent handling of SMS and MMS traffic. By separating 'application' driven messages from peer-to-peer traffic, Empower Interactive allows mobile operators to offer compelling and profitable services to any subscriber or enterprise, across all networks.

Many of the world's leading operators have already selected Empower Interactive's innovative and flexible framework, including Orange, WIND, Smart, Starhub and TIM S.p.A. Its technology is behind many high-profile mobile services, including the interactive SMS version of 'Who Wants to be a Millionaire?' and the recent Ask the Nation primetime event on UK national TV station, BBC1.

Empower Interactive was founded in 2000. It is headquartered in London and has 50 employees worldwide, with regional offices in EMEA (UK), Asia Pacific (Singapore) and the US. It was ranked 6th in the 2003 Sunday Times ARM Tech Track 100 of the UK's fastest growing technology companies. Empower Interactive is backed by ARGO Global Capital, Caze nove Private Equity, Digital Networks, IDG Ventures and Newtonmore.

[www.eigroup.com](http://www.eigroup.com)

### **About Orange**

**Orange**, **wirefree** and any other Orange product or service referred to in this release are trademarks of Orange.

Orange UK provides high quality coverage to 99% of the UK population, and offers roaming to pay monthly customers on 288 networks in 128 countries and to pay as you go customers on 28 networks in 22 countries.

At the end of June 2003, Orange UK had over 13.2 million active customers, more than any other UK network, making it the UK's number one.

The sixth annual J.D. Power and Associates UK Mobile Customer Satisfaction Study published in June 2003 showed that Orange ranks as the number one telephone service for customer satisfaction in the contract sector in the UK. J.D. Power and Associates 2002-2003 United Kingdom Mobile Customer Satisfaction Study based on a total 2,111 consumer responses. Orange was ranked number

one in 1998, 1999, 2000 and 2001, when the contract and prepay sectors were combined, and was ranked first in the contract sector in 2002 and 2003.

In September 2002 Orange UK won the Mobile Choice consumer award for Best Network; Mobile Choice said 'Orange received glowing accolades for every aspect of its service – coverage, reliability, customer service and tariffs.'

Information about Orange can be found on the Orange website at [www.orange.co.uk](http://www.orange.co.uk) and media information can be found at [www.orange.com](http://www.orange.com)

**For further information on Orange, call the Orange media centre on 020 7984 2000 or 07973 201911**

**For more information on Empower Interactive, contact:**

Nelson Bostock Communications for Empower Interactive

Lisa Allen / Anna Miller

PH: + 44 (0) 20 7229 4400

EMAIL: [lisa.allen@nelsonbostock.com](mailto:lisa.allen@nelsonbostock.com)