



ABOUT AMETHON SOLUTIONS

WITH THE COST OF MOBILE TELEPHONE CALLS FALLING, THE ACCOMPANYING EXPONENTIAL GROWTH IN DATA SERVICES SUCH AS SMS AND MMS MESSAGING HAS PROVIDED A MUCH NEEDED REVENUE BOOST FOR MOBILE TELEPHONY NETWORK OPERATORS. BUT THAT GROWTH HAS ALSO CAUSED PROBLEMS, AS THE CARRIERS ARE UNABLE TO EFFECTIVELY MANAGE THE VOLUMES HURLING THROUGH THEIR NETWORKS.

> Amethon Solutions has developed MessageCore, a highly scaleable aggregation platform for mobile messaging. MessageCore enables mobile operators and content aggregators to handle the ever-increasing message traffic volumes. MessageCore features Amethon's patented pending message routing technology, which has attracted several hundred customers to its corporate mobile hosted messaging

gateway. The technology has the benefit of allowing companies to increase revenue and reduce operational costs, while letting them adopt and deploy new content options quickly.

> A second product line Content Fingerprinting utilises a hardware-based appliance for analysing traffic on multimedia networks for mobile operators. The product helps these companies better

understand how their subscribers use their messaging infrastructure. This is an area where the company is currently seeking patent protection. Content Fingerprinting will help carriers to make decisions about marketing strategies and managing customer churn. The product is currently being taken through commercial trials.

[continued overleaf]

AMETHON SOLUTIONS

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USERS CREATE
THEIR OWN
CONTENT ...
THE NETWORK
OPERATOR
IS ABLE TO
DETERMINE
WHICH CONTENT
IS POPULAR
AMONGST
CERTAIN
CUSTOMER
DEMOGRAPHICS

UNIQUE IN THE WORLD

- > Ross Gallagher, Amethon's Non-Executive Director, says he has not seen anything like MessageCore anywhere in the world and that the potential market is large.
- > "The solutions are applicable to all mobile network operators and content aggregators worldwide," Gallagher says.
- > Amethon recently signed its first client, the Adelaide-based mobile content aggregator m.Net Corporation, for the aggregation product. Gallagher says that MessageCore is ready to be launched into the global market.

SMART TECHNOLOGY

- > Recently Amethon also won the prestigious Frontier award from the Swedish telecommunications equipment supplier Ericsson. It was competing in the field of the best mobile technology in Australia against 40 other contenders.
- > "That has given the company a lot of visibility and there has been a lot of interest, especially as the judges were from all the mobile network operators in

Australia," Gallagher says.

- > Amethon won the award for FriendsWhoForward. This is the first product to use Amethon's patent-pending Content Fingerprinting technology, which tracks when a mobile subscriber forwards content on to another subscriber. Users create their own content, such as pictures, music extracts or mini movies, and as they send them on to friends the network operator is able to determine which content is popular among certain customer demographics. Users do not need to download any software to utilise the service. FriendsWhoForward also encourages users to make the most of the capabilities of their mobile phone, including multimedia functionality, through creative marketing rewards programs.

TRACK RECORD

- > Amethon was founded in Sydney in 2000. The company's founders, Jan Varga and James Cleary, both have extensive experience in the information technology and communications industries. They started Amethon five

years ago as a services company, being among the first to realize the potential of SMS and so offer hosted messaging services.

- > Three years ago, Amethon received its first external funding from Epicorp. This enabled it to begin turning the unique capabilities of its message hosting platform into a saleable product. Epicorp has also provided the company with a board member, whom Cleary says has provided extensive support in the day-to-day operation of the company.
- > Amethon is actively recruiting partners to sell both its new products and incorporate them with existing products. These partners might be either companies that provide mobile content themselves or suppliers of technology to telecommunications companies.