

OpenMarket™ Helps Content Providers Deliver Innovative Mobile Marketing Campaigns Directly to Consumers

The market for direct-to-consumer mobile commerce is rapidly expanding with millions of consumers who want digital goods and services on their mobile devices. OpenMarket™ helps media companies and content providers easily create and deliver mobile marketing campaigns through our scalable mobile messaging and financial processing system. With direct connections to all leading mobile operators, including both large and midsized carriers, OpenMarket enables content retailers to reach more than 98% of U.S. mobile subscribers – more than any other provider on the market today.

Read how OpenMarket is helping its customers deliver innovative mobile marketing campaigns directly to consumers.



HipCricket specializes in producing interactive mobile marketing campaigns that generate new revenue for radio, television, brand and agency clients. Through over 16,000 campaigns, HipCricket has delivered outstanding results for the biggest broadcast groups and brands including Clear Channel Radio and Premiere Radio.



PlayPhone is a pioneer of direct-to-consumer distribution for mobile games, ringtones and wallpapers. In the retail channel alone, PlayPhone has driven more than one million paid content downloads. PlayPhone offers other D2C mobile channels including online mobile storefront, WAP portal and print/TV/promotional campaigns.



Limbo's integrated, full-service platform, includes SMS, WAP, Mobile Video, Internet and E-mail. The company offers traditional and contextual advertising opportunities through a host of exclusive services: original games (Limbo Unique and Limbo Grab), an original mobile video gameshow (The Limbo Show), an internal rewards program (Limbo Loot), a plug-and-play rewards program for sweepstakes providers (Limbo Network) and free text alerts (Limbo Lowdown).



4INFO is a mobile platform that allows consumers to search for information and helps content providers and advertisers reach highly targeted, relevant audiences. A leader in mobile search, 4INFO allows anyone with a cell phone to text a query for information while on the go – from local directory listings to flight times to stock quotes. 4INFO recently launched their WAP service that allows users to perform mobile searches in as few as one click.



Treemo is an online and mobile community dedicated to sharing digital media and empowering self-expression. By offering a gallery of video, audio, photography, words, and visual art, Treemo inspires visitors to create their own digital expressions, and to share them via the web and mobile phones.



Traffix is a premier interactive media company that develops its own content and builds Internet and mobile communities tailored to consumers' specific interests and lifestyles. Traffix marketing campaigns and programs generate over 20 million-unique visitors per month.



ipsh! is the award-winning, full service, global mobile marketing agency. With nearly 1,000 campaigns since the company's inception in June 2001, ipsh! provides strategy, creative, execution and analytics across an array of mobile technologies including alerts, ringtones, wallpaper, java games, real-time voting/polling, chat, interactive TV, IVR, premium SMS, MMS, and more.



Lavalife provides a fun and convenient new way for singles to interact with each other locally and across North America. People can search profiles of singles and exchange text messages anywhere, anytime on a mobile phone, either via text messaging or via WAP. Lavalife offers web, voice and mobile-based products across North America and Australia.



iLoop Mobile provides a powerful and easy to use mobile application platform for creating exciting and effective mobile initiatives. With applications that leverage SMS, Internet web sites and mobile Internet sites (WAP), the iLoop Mobile platform is a total solution for creating and managing mobile marketing, publishing, enterprise, and binary content distribution programs.

Learn More

To launch your mobile campaign with OpenMarket today, please contact us at +1.248.286.2800. For more information on how to become an OpenMarket partner, please visit our Customer Center web site at www.openmarket.com.

About OpenMarket

OpenMarket is the only complete messaging and financial solution for mobile commerce and the service provider of choice for companies looking to reliably sell digital content directly to consumers. OpenMarket provides an innovative and powerful suite of on-demand services from a trusted industry expert enabling the largest consumer brands to the smallest enterprises to rapidly and cost effectively leverage the mobile channel to market and promote their digital content offerings. OpenMarket provides the most direct network operator connections in the U.S. market today. OpenMarket is a business of Amdocs.

For more information, please visit www.openmarket.com

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