

MEDIA RELEASE

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mHITs WINNER in ACT State iAwards - Financial Services Category

mHITs (pronounced Em-HITS) has won the ACT State iAward Financial Services Category. The award was presented by Simon Corbel, Attorney General for the ACT at a presentation held in Canberra.

“Winning this award is recognition by the ICT industry of the mHITs model and enormous market potential” says founder and managing director Mr Harold Dimpel.

The Financial Services Category award winner is presented to the most innovative ICT solution that supports the financial sector or finance-related business processes in an enterprise. This includes application of software or hardware that is related to the process of transferring and managing capital or funds, or monetary-related entities within or across an enterprise.

about the iAwards

The iAwards are Australia's premier ICT industry awards program. The AIIA runs the iAwards as the Australian member of the Asia-Pacific ICT Awards. Winners are judged against criteria such as uniqueness, market potential, functionality, features and quality. Other ACT State winners include Tower Software and Content Keeper Technologies. National award winners will be announced in Melbourne on 28 May as part of National Technology Week. For further information visit www.iawards.com.au.

what is mHITs?

The mHITs service allows users to send and receive money by SMS text message. Pronounced Em-HITS, the service is ideally suited for micropayment transactions – those less than \$20 in value. The mHITs service works with all Australian mobile networks, on any mobile and on any account plan. Users can also make purchases from mHITs merchants for items such as mobile content, MP3 and other electronic downloads, make purchases for goods and services from Internet websites. Other applications include parking, taxi fare payment, charity donations and cash back offers.

mHITs was the winner of the Next Big Thing Award 2007 – People's Choice Award and a joint winner of the “one to watch” category at the Australian Mobile Marketing & Advertising Awards 2006. Visit www.mhits.com.au for more details.

how it works?

mHITs works by users sending SMS text messages to interact with the mHITs server. Payments can be made to other mHITs users, and can also be made to unregistered users. More money can be added from any bank account, or money can be moved out of the system back into a bank account. See below for a summary of commands:

The Mobile Revolution!

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Send money to your mates...

from your mobile!

Text your **KEYWORD** to **0428 696 448**

KEYWORD	DESCRIPTION
pay <mobile> <amount> <message>	send money
balance	account balance
bank < amount>	transfer to bank
buy <merchant ID> <amount> <reference>	buy goods
bpay <biller code> <amount> <bpay reference>	bpay payment

where:

<**mobile**> is the mobile number of the person receiving the payment
<**amount**> is the amount in dollars and cents in the format xx.xx
<**message**> is an optional message sent to the person
<**merchant ID**> is ID number of the merchant selling the goods
<**reference**> is a reference number or order code for the goods
<**biller code**> is the bpay biller code
<**bpay reference**> is your reference number for the bpay payment

Network charges may apply for sending an sms from your mobile phone.

mHITs users can pay each other, purchase goods and services from mHITs merchants, and make BPAY payments

what does mHITs stand for?

mHITs stands for **mobile Handset Initiated Transactions** and was first launched in 2004 as a platform for delivering pre-paid mobile re-charge vouchers via SMS. The service was re-launched in May 2006 as a person-to-person payment system. A merchant facility allows business to accept payments from mHITs users.

contact details

For more details, visit www.mhits.com.au or contact Harold Dimpel on 0410 622 272 or via email at harold@mhits.com.au.

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Send money to your mates...

from your mobile!