

# MEDIA RELEASE



IMMEDIATE

14 April 2007

## mHITs – award winning SMS person to person payment system to exhibit at CeBIT 2007

mHITs (pronounced Em-HITS) will be demonstrating its award winning person to person (p2p) payment service at CeBIT Australia 2007. Visitors will be able to experience first hand how the mHITs payment service works by sending and receiving money by SMS text message. Also, visitors who register with the service will automatically receive \$10 in their mHITs account. This money can then be used to purchase mobile ringtones and wallpapers using the mHITs service.

mHITs will be exhibiting at CeBIT Export Alley on 1 – 3 May 2007, Darling Harbour Sydney Australia. Visit [www.cebit.com.au](http://www.cebit.com.au) for more details on the CeBIT 2007 exhibition.

### awards

mHITs was a winner at the Australian Mobile Marketing & Advertising Awards 2006. Along with joint winner "Mikey's MP3 Club" both were joint winners in the "One to watch" category. Visit [www.mmaawards.com](http://www.mmaawards.com) for details.

mHITs is also a finalist in the 2007 Next Big Thing Award™. The awards program hosted by INNOVIC is an annual nation-wide competition to find and showcase exciting new Australian products with the potential to become the 'next big thing'. The award celebrates and promotes Australian innovation and is a key event of the Australian Innovation Festival. Members of the public are asked to vote on-line for the People's Choice Award winner. Visit [www.nextbigthingaward.com](http://www.nextbigthingaward.com) for more information.

### what is mHITs?

mHITs is the next step in the evolution of making payments.

mHITs is a person-to-person payment system which uses a mobile phone as the transaction device. It is a completely electronic, telco independent, mobile e-wallet. Users send and receive money via SMS text message and can make payments instantly between any Australian mobile phone. Users can also make purchases from mHITs merchants 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.

For merchants, mHITs offers a simple low cost real-time solution for low value or so called micro-payment transactions in the range between \$1 and \$20 which cannot be met by credit card and EFTPOS technologies. As a mobile payment technology, mHITs can be used for purchases at outdoor events, from poster and mail-order advertisements, as well as traditional on-line shopping cart purchases. mHITs offers a simple two tiered low flat rate fee structure starting from only 25 cents per transaction.

Visit [www.mhits.com.au](http://www.mhits.com.au). All new users currently receive an immediate \$10 cash sign-on bonus.



The Mobile Revolution!

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**Send money to your mates...**

**from your mobile!**

mHITs has teamed up with Australian mobile content portal [www.mymobilephone.com.au](http://www.mymobilephone.com.au) to provide mHITs as a payment method for the purchase of ring tones and wallpapers.

#### 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:

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

KEYWORD	DESCRIPTION
<b>pay</b> <mobile> <amount> <message>	send money
<b>balance</b>	account balance
<b>bank</b> < amount>	transfer to bank
<b>buy</b> <merchant ID> <amount> <reference>	buy goods
<b>bpay</b> <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. Additional services are planned for release later in 2007.

#### contact details

For more details, visit [www.mhits.com.au](http://www.mhits.com.au) or contact Harold Dimpel on 0410 622 272 or via email at [harold@mhits.com.au](mailto:harold@mhits.com.au).

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