



press release

release detail



Jinny Software & Seeker Wireless Sign Partnership

Jinny Mobile Marketing & Advertising Managed Service Benefits from Location-Based Advertising

Barcelona, SPAIN, 15th February, 2010 - Jinny Software, a leading global supplier of messaging, media and mobile advertising solutions to mobile network operators, announced today that it has signed a partnership with mobile phone geolocation and zone detection specialist, Seeker Wireless, to collaborate in the development and delivery of mobile location-based advertising to the market.

Location-based advertising increases the value of mobile advertising by improving targeting and facilitating deeper levels of consumer engagement. It uses location-tracking technology in mobile networks to target consumers with real-time location-specific mobile advertising. Many recent and successful mobile marketing campaigns run by global brands such as Burger King and Subaru, have included an element of location-based advertising.

Recognising that the time is now right to further enhance its mobile advertising managed service offering, Jinny is examining Seeker Wireless SeekerAdzTM, a product that enables location-based mobile advertising using geofencing or spatial triggers. The platform integrates mobile location determination together with a set of facilities for defining and managing location-based promotional campaigns. It provides a flexible interface for integration with mobile advertising campaign platforms.

Cathal O'Toole, Head of Jinny Mobile Marketing & Advertising Business Unit, said, "The power of mobile advertising and marketing lies in ensuring that we deliver information and calls-to-action to a consumer at the right place and the right time. Location information ensures that we take into consideration what the consumer might want and where to get it most easily. This allows marketers to bring value to the consumer and position the brand or product as the answer to a need. Jinny Software, together with Seeker Wireless, will combine a comprehensive mobile marketing and advertising managed service with a tried and tested location-based service to offer an accessible and dependable solution for operators, brands and advertising agencies alike."

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VISIT JINNY SOFTWARE DURING THE GSMA MOBILE WORLD CONGRESS IN BARCELONA, 15-18 FEBRUARY, IN HALL 1 ON STAND G49

Notes to Editors

About Jinny Software (www.jinnysoftware.com)

Jinny Software offers a comprehensive range of messaging, call & media and mobile advertising solutions. Our Messaging solutions drive increased efficiency in traffic management and enable the rapid introduction of secure, innovative and revenue-generating services. Our Call & Media solutions fully exploit the potential of call-related services, driving revenue opportunities through attractive subscriber services and increasing profitability of voice services. Jinny's Mobile Advertising Solution enables both operators and advertising agencies to efficiently implement their critical mobile marketing and advertising strategies.

Implementation, project management, support and training is provided by Jinny's service teams located in Brazil, Ireland, Kenya, UAE, Panama and Malaysia. Jinny Software operates from its headquarters in Dublin, Ireland and offices across the globe. Jinny Software is a wholly owned subsidiary of the Acotel Group S.p.A, headquartered in Rome, Italy and traded on the Milan stock market (ACO.MI).

About Seeker Wireless (www.seekerwireless.com)

Seeker Wireless is a leading innovator of mobile phone geolocation and

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zone detection technologies. Seeker works with mobile network operators and other service providers, utilising their expertise in location technologies to enhance existing mobile services and introduce compelling new offerings. For mobile network operators the rewards include increased ARPU, increased customer loyalty, and an enhanced portfolio of services.

For further information from Jinny Software please contact:

Helen Lane/Barbara Murphy,
Marketing Department,
Jinny Software Ltd.,
29 North Anne Street,
Dublin 7, Ireland.
Tel: +353 1 887 2626
Email: info@jinnysoftware.com

For further information from Seeker Wireless please contact:

Rajendra Pandey,
Seeker Wireless Pty Ltd
Suite 15, 924 Pacific Highway
Gordon, NSW 2072
Australia
Tel: +61 2 9499 9848
Email: info@seekerwireless.com

For media enquiries please contact:

Tim Guest
Global Media & Analyst Relations
Tel: +44 7956 257069
Email: timjguest@btconnect.com

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