

28 August 2008

## MEDIA RELEASE

### Mercury Mobility brings Mobile to BIG SOUND 2008

Mercury Mobility Limited is pleased to announce it will be hosting a unique mobile offering for delegates, in association with Q Music and the BIG SOUND 2008 artist showcase and summit, one of the most respected and fastest growing music business events in the Asia Pacific region, at the Judith Wright Centre from September 10 -12.

The three day summit, positioned as Australia's most internationally focused conference, will feature panels, workshops and artist showcases for local, national and international music industry representatives.

Mercury has purpose-built a BIG SOUND 2008 WAP portal that will provide all delegates, with access via their mobile phones to conference schedules, live performance times and free daily ringtone downloads of featured artists, for the duration of the conference.

“With so many events packed into each day, a WAP site will be the ideal choice for users to track seminar and gig times via their most accessible and important business and entertainment device – the mobile phone”, said Mr Paul Paoliello, Chief Operating Officer, Mercury Mobility.

Once activated delegates will receive a welcome SMS message and a link to the BIG SOUND WAP site on their phone and as an additional bonus, delegates will be able to download free ringtones of Big Sound artists to their mobiles.

“We will also leverage our proprietary Direct To consumer Mobile /Web-based portal YouMeNow™, and create a Q Music feature page ([www.youmenow.com/users/qmusicbigsound](http://www.youmenow.com/users/qmusicbigsound)) offering the same editorial content as mobile as well as free full tracks of the featured performing artists - a great discovery channel for the industry to get a feel for the artists music ahead of their showcasing at the numerous BIG SOUND venues across Brisbane” said Mr Paoliello.

#### About Mercury Mobility

Mercury Mobility is a Brisbane, Australia based mobile entertainment and technology company, listed on the Australian Stock Exchange (ASX:MMY). Mercury Mobility provides its clients with sophisticated managed or fully hosted mobile and online platform solutions along with an impressive and diverse content offering from brands to labels.

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**About Q Music**

Q Music is Queensland's peak body for the contemporary Music Industry whose charter is to develop, service, and represent all sectors of the Queensland contemporary music industry on national and international levels.

Over the past fourteen years, the not-for-profit organisation has become the first point of contact and interface for emerging artists/industry workers with the wider music industry.

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# BIG SOUND 2008...

# ...ON YOUR MOBILE

Powered by **Mercury Mobility**

## **Mercury provides access to BIG SOUND 2008 and Q Music via WAP and WEB.**

Delegates receive a daily SMS welcome message and link to the BIG SOUND 2008 WAP site to access conference and showcase times, download free sample tracks of featured performing artists and daily ringtones.

Delegates can also access the Q Music *profile page* and '*Nowlet (widget)*' powered by Mercury Mobility's web based D2C portal, YouMeNow™ ([www.youmenow.com/users/qmusicbigsound](http://www.youmenow.com/users/qmusicbigsound)) to download tracks from performing artists, conference footage, audio and ringtones.

Even iPhone users (restricted to only downloading from iTunes) will be able to listen to streamed full track content. Delegates will be able to visit ([www.youmenow.com/users/qmusicbigsound](http://www.youmenow.com/users/qmusicbigsound)) if they wish to download full track audio and avoid large data charges.



►► **YOUMENOW**

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