

## JUST TECHNOLOGIES INTRODUCES MYSCREEN MOBILE ADVERTISING SOLUTION TO THE NIGERIAN MARKET

July 6, 2009, Just Technologies has signed a sales and marketing agreement with one of the leading mobile advertising Provider: MyScreen Mobile Inc of Canada to introduce a revolutionary new mobile advertising solution to the Nigeria market.

MyScreen solution is a Mobile Network Operator (MNO) led service where advertisement is delivered to the handset of an opt-in subscriber on call termination (whether a call is made or received). **MyScreen solution works for both GSM and CDMA operators.**

MyScreen ads are also interactive by touching special short-cut keys like G on your Smartphone, will take you to the Advertiser's website or by pressing P to connect you to the advertiser's call centre (or phone number). Examples of Smartphones are Blackberry, Nokia E and N series, Sony P800, 900 Series to mention a few.

With the MyScreen service, advertisers are able to better target their consumers and monitor the adverts that they release to the market and because the nature of the adverts being interactive, advertiser can utilise this medium to rate their ads and also conduct quick surveys.

**In the MyScreen advertising model, the subscribers are rewarded by the Operator for seeing and acting on the advertisements sent to their phones.** As at today, none of the other media pays the viewers or readers for seeing adverts. The rewards enjoyed by Subscribers range **from free SMS, lower tariff plans, ringtones to mention a few.** These rewards are to be determined by the Mobile Operator.

This medium of advertisement offers numerous advantages in an emerging market like Nigeria where electricity and consumer data is still a challenge; in any case little power is required to charge phones (and there are varying alternatives that are available to the users to charge their phones). Mobile phone coverage cuts across various locations and boundaries. Adverts done on Television are at times not seen by the intended viewers due to incessant power outages. The adverts on Mobile phones are not restricted by time or space!

Advertising agencies, media practitioners and mobile operators that have seen demo of the solution are truly impressed and excited about the possibilities that this holds for the advertisers. Mobile Advertising according to the leading research company: Gartner estimates that Mobile advertising would be a \$14.2 Billion business in 2010. Mobile Operators are angling for a piece of that market!

MyScreen has already commenced launch of this service with biggest Mobile Operator in Turkey and one of the biggest operator in South America (Carlos, part of American Movil). This service which is now coming to Nigeria will mark the beginning of new innovation in mobile advertising in Nigeria.