

Press Release

A step into the future of mobile communities

Atchik-Realtime launch with Orange France, the most advanced multimedia mobile community available on the market today.

Barcelona, 12th February 2008 – It's more than just a chat, Atchik-Realtime's new multimedia mobile community, launched today by Orange France, at last offers the end-users the means to fully exploit 3G handset capabilities.

A truly interactive social-networking tool

Finding friends to chat or flirt with is no longer a conscious effort for the end-user but an integrated part of the service's intelligent profile push. The service is doted with an innovative polymorphic function that will bring to the forefront of the service fellow community members with corresponding user profiles, thus customising every end-user's experience and making it uniquely coherent to them.

The service offers a **100% multimedia experience** with photo and video profiles that speak for themselves. Using the latest watermark techniques, all member profiles indicate at a glance the sex, age, online/offline status, and whether or not they have been previously identified as a friend of the user.

Micro-communities of like-minded members

This new solution offers highly advantageous CRM segmentation possibilities with micro-communities of like-minded members. Zones have been created on each page to provide for multimedia banner advertising. These zones offer numerous possibilities for highly effective targeted marketing actions to community members, thus providing for new business models and operator revenues linked to mobile advertising.

"Atchik-Realtime's unique approach to mobile communities is the result of several years experience in supplying millions of members with community services. Our comprehensive CRM tools gain vital information on community users' behaviour and profiles so that mobile operators can valorise each individual user and monetise their audience," explains Olivier Saget, Marketing Director at Atchik-Realtime. *"Our latest multimedia community solution paves the way to a generation of fully converging services."*

About Atchik-Realtime:

Atchik-Realtime is a Franco-Danish group, providing turn-key social networking applications and services for mobile phones. The group is a global leader in the area of mobile communities (exploiting text, images, sounds and video) and offers white-label services to mobile operators, media groups, and Internet Service Providers.

Atchik-Realtime's mobile community expertise of chat forums, dating applications and games with performance management and moderation services, are already exploited in safe and 'clean' mobile environments in over 50 countries around the world.

www.atchik-realtime.com

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