

INSTANT INSPIRATION THROUGH SMS

Start-up company is first to market with inspirational SMS messages

Date: inspireyourlife™, a unique new business venture, is working with International mobile services provider, Opera Telecom, to deliver inspirational quotes direct to mobile phones via SMS. The text messages are a compilation of motivational quotes including confidence boosters, stress busters and Biblical quotes originating from individuals such as Martin Luther King, Albert Einstein and Aristotle.

Susanne Mornan-Vaughan, Founder of inspireyourlife™, comments, “We believe that we are the first organisation in the UK to utilise the versatility of the mobile phone and the unique capabilities of text messaging in an inspirational context. The role of inspireyourlife™ is to motivate and inspire individuals to make the most of their abilities. The popularity and intimacy of SMS, coupled with its profit potential, means it is the ideal medium to deliver this service to market.”

Susanne Mornan-Vaughan was involved in the development and deployment of one of the first text messaging services in the UK. She is a fully qualified E-business Consultant, Motivational Speaker and Life Coach, and launched inspireyourlife™ on 6 June 2002, supported by radio advertising campaigns on Jazz FM and Premier Radio Station.

Subscription to the inspirational SMS service costs £4.50 through a premium rate phone line. Opt-in subscribers receive 62 inspirational SMS messages, which are compiled by Mornan-Vaughan. These messages are arranged in a monthly flow and sent out twice daily, morning and evening, to subscribers. All SMS delivery is managed by Opera Telecom.

Mornan-Vaughan continues, “In order to take this service to market, both efficiently and cost-effectively, we needed an end-to-end solution that did not require numerous contracts with mobile operators, content and service providers. Opera Telecom is able to build and operate the technology whilst managing the mobile phone database and delivering the content to those registered users.”

- More news overleaf -

- News release continues -

Moving forward, inspireyourlife™ plans to further extend its collaboration with Opera Telecom by delivering the service to key European Cities, where the uptake of SMS has also enjoyed significant growth. Additionally, the company hopes to design further creative SMS services that draw on Mornan-Vaughan's expertise.

inspireyourlife™ is working with Opera Telecom on a revenue-share basis, with Opera Telecom providing the background technology infrastructure and database management.

Mornan-Vaughan concludes, "Opera Telecom is one of the fastest growing mobile services companies in the UK and its role as an SMS infrastructure provider means we have a reliable, efficient one-stop-shop for delivering our SMS services to market."

About Opera Telecom

Headquartered in Brindley Place, Birmingham, and with a first-year turnover in excess of £30m, Opera Telecom is one of the fastest growing and profitable providers of SMS premium services worldwide. It also boasts a full range of telecom service facilities, which include International switching, IVR bureau, web development team, unified messaging platform, ISP and WAP infrastructure as well as a sophisticated billing system.

As part of its unique zero-cost-of-entry, revenue-share proposition, Opera Telecom is developing and managing innovative SMS marketing campaigns on behalf of its clients without them having to incur any set-up charges. Opera provides the infrastructure set-up and SMS campaign management, which allows companies to generate revenue quickly from their SMS marketing campaigns utilising unbranded content such as competitions, quizzes, games, news and information services, presented as their own.

Opera Telecom also provides services direct to some of the world's leading portals, national broadcasters, national and regional publishers, international carriers, network operators and independent telecommunication companies. Customers include GMTV, beeb.com, BT, MSN, EMAP, Eirecom and ITV.

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About inspireyourlife™

inspireyourlife™ is an exciting new SMS text messaging service that seeks to motivate and inspire people by delivering inspiring quotes and messages that can help boost confidence, self esteem and develop / maintain a positive mental attitude; making it easier to deal with the challenges of every day life.

The text messages are a compilation of motivational quotes / statements from renowned individuals such as Richard Branson, Oprah Winfrey, Goethe, Martin Luther King, Albert Einstein, Mohammed Ali, Mother Teresa, Confucius and Aristotle.

inspireyourlife™ was launched on the 6th of June 2002. The text messaging service is supported by a radio advertising campaign on Jazz FM 102.2 and Premier Radio Station (1305, 1332, 1413 and MW). inspireyourlife™ is accessible to all mobile phone subscribers in the UK.

There has been exceptional growth in text messaging across the globe. According to the GSM association, around 24 billion person-to-person SMS messages are being sent per month worldwide. The association also predicts that SMS volumes will reach 360 billion globally by the end of 2002. According to the Mobile Data Association, Britons now send 44 million text messages daily and an estimated 1.9 billion monthly.

This phenomenal growth has resulted in the development of a wide variety of text messaging services in the marketplace today. However, to the best of our knowledge, inspireyourlife™ is the first to utilise text messaging and the versatility of the mobile phone in an inspirational context, and that is what makes it unique!

inspireyourlife™ is a trading name of Irama Technology Services which is based in London, United Kingdom.

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