

# MEDIA RELEASE

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2007  
**NEXT [BIG THING] AWARD™**

## mHITs WINNER in the Next Big Thing Award 2007

mHITs (pronounced Em-HITS) has won INNOVIC's Next Big Thing Award™ 2007 - People's Choice Award. The announcement was made today by Evan Thornley, Parliamentary Secretary to the Premier, responsible for the National Reform Agenda & Chair of LookSmart, in Melbourne.

"It fills a much-needed gap in the marketplace and uses sms-only technology to do so," said managing director Mr Harold Dimpel.

mHITs is one of 21 finalists in INNOVIC's national Next Big Thing Award™ 2007. INNOVIC created the award to showcase new Australian innovations and find new products with the potential to become the 'next big thing'. Visit [www.nextbigthingaward.com](http://www.nextbigthingaward.com) for more information.

Joss Evans, CEO of INNOVIC, said as the winner of the People's Choice Award, mHITs is an acknowledgment that the mainstream community is now ready to adopt mobile phone based payment systems.

"It is a clever concept that provides a useful service and makes use of the public's love of texting," she said.

The electronic, mobile e-wallet allows users to send and receive money via SMS text message and make payments instantly between any Australian mobile phone. Other applications include parking, taxi fare payment, charity donations and cash back offers.

INNOVIC is a not for profit company supported by the Victorian government under its VicStart technology commercialisation program. INNOVIC assists over 1,600 innovators each year.

### what is mHITs?

mHITs is the next step in the evolution of making payments.

mHITs is a person-to-person (p2p) payment system which uses a mobile phone as the transaction device. It is a completely electronic, telco independent, 3<sup>rd</sup> party mobile e-wallet. Users send and receive money via SMS text message and can make payments instantly between any Australian mobile phone. Users can also make purchases from mHITs merchants such as mobile content, MP3 and other electronic downloads, make purchases for goods and services from Internet websites. Other applications include parking, taxi fare payment, charity donations and cash back offers.

Visit [www.mhits.com.au](http://www.mhits.com.au). All new users currently receive an immediate \$10 cash sign-on bonus. mHITs has teamed up with Australian mobile content portal [www.mymobilephone.com.au](http://www.mymobilephone.com.au) to provide mHITs as a payment method for the purchase of ring tones and wallpapers.



The **Mobile Revolution!**

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 **GeoTrust**



**Send money to your mates...**

**from your mobile!**

mHITs was a winner at the Australian Mobile Marketing & Advertising Awards 2006. Along with joint winner "Mikey's MP3 Club" both were joint winners in the "One to watch" category. Visit [www.mmaawards.com](http://www.mmaawards.com) for details.

#### how it works?

mHITs works by users sending SMS text messages to interact with the mHITs server. Payments can be made to other mHITs users, and can also be made to unregistered users. More money can be added from any bank account, or money can be moved out of the system back into a bank account. See below for a summary of commands:

| KEYWORD   | DESCRIPTION      |
|---|------------------|
| <b>pay</b> <mobile> <amount> <message>              | send money       |
| <b>balance</b>                                      | account balance  |
| <b>bank</b> < amount>                               | transfer to bank |
| <b>buy</b> <merchant ID> <amount> <reference>       | buy goods        |
| <b>bpay</b> <biller code> <amount> <bpay reference> | bpay payment     |

where:

<**mobile**> is the mobile number of the person receiving the payment  
<**amount**> is the amount in dollars and cents in the format xx.xx  
<**message**> is an optional message sent to the person  
<**merchant ID**> is ID number of the merchant selling the goods  
<**reference**> is a reference number or order code for the goods  
<**biller code**> is the bpay biller code  
<**bpay reference**> is your reference number for the bpay payment

*Network charges may apply for sending an sms from your mobile phone.*

mHITs users can pay each other, purchase goods and services from mHITs merchants, and make BPAY payments

#### what does mHITs stand for?

mHITs stands for **mobile Handset Initiated Transactions** and was first launched in 2004 as a platform for delivering pre-paid mobile re-charge vouchers via SMS. The service was re-launched in May 2006 as a person-to-person payment system. Additional services are planned for release later in 2007.

#### contact details

For more details, visit [www.mhits.com.au](http://www.mhits.com.au) or contact Harold Dimpel on 0410 622 272 or via email at [harold@mhits.com.au](mailto:harold@mhits.com.au).

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**from your mobile!**