

AURA moves into mobile sites with Netbiscuits

Netbiscuits wins new Reseller and Solution Partner for Asia Pacific region

Sydney, May 28, 2010 – AURA Interactive, Asia Pacific's leading mobile solutions and technology provider specializing in mobile location-based marketing, interactive out-of-home media and m-commerce, has signed an agreement with Netbiscuits to be one of the company's Gold Partners in the Asia Pacific region to distribute the Netbiscuits mobile Web software.

Netbiscuits operates the world's leading B2B web software platform for the creation, operation and monetization of mobile Web sites and apps with a blue chip client list that includes Sensis, eBay, Universal Music Group, Media Prima, and Admob plus a range of major brands.

"We did an analysis of all mobile Web platforms and Netbiscuits beat them all in terms of ease of use, functionality and global technical support resources", says Adam Dunne, CEO of AURA. "The software automatically renders sites to be clearly viewed on more than 6,000 different mobile phone types and the management process allows for instant and timely content updates. One of the most outstanding features of the Netbiscuits software is the way it delivers such a good end-user experience – it ensures that the mobile site looks good regardless of the make, model or screen size of the mobile phone."

AURA will offer two service models: Self service, which will be favored by agencies and major brands as it will allow them to quickly and easily design and manage a large number of sites for specific occasions and promotions, and a managed license with AURA designing and managing the sites on an ongoing basis.

"We think that agencies will use the technology for demo sites and client pitches and our billing system is very cost-effective for this type of application," says Dunne. "AURA will step in where the client wants a more sophisticated site or does not have the resources for ongoing management."

Netbiscuits provides media companies, agencies, retailers, brands, and advertisers with a faster path to profit from their mobile Web programs. The software integrates mobile couponing, audio and video streaming and mobile payments. Users are provided with site analytics and usage patterns so they know where the customers are, how they use the site and how various offers are taken up by consumers.

AURA offers a free 30-day trial of the software and a free training session to purchasers.

"With their headquarters in Sydney, offices in Melbourne Australia, Auckland New Zealand, Singapore, and Hong Kong, and their impressive portfolio of premium customers, AURA is a natural partner for Netbiscuits in the Asia Pacific region", says Joerg Krahnert, Managing Director of Netbiscuits in Singapore. "Based on Netbiscuits AURA will be able to expand their array of interactive services and enable premium customers with rich mobile Web sites and apps."

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About Aura Interactive

AURA Interactive Pty Ltd is Asia Pacific's leading mobile solutions and technology service provider specializing in mobile location-based marketing, interactive out-of-home advertising, mobile media and m-commerce. Founded in 2002 with headquarters in Sydney, AURA provides services across the Asia Pacific region with regional offices in Melbourne Australia, Auckland New Zealand, Singapore, Hong Kong, New York and San Francisco.

Over the past 8 years AURA has gained global recognition as a pioneer of the discipline known as mobile and wireless proximity marketing within Asia Pacific region. During this time AURA has also been awarded several international and local awards, most recently including 'Best Mobile Advertising & Marketing' at the 2010 Australian Interactive Media Industry Association awards. AURA Interactive works in close partnership with media owners, retail groups, agency partners and brands. AURA's clients include Coca-Cola, Vodafone, Virgin Mobile, Ford, Paramount Pictures, Mazda, Hoyts Cinemas, Sony Australia, FOX Films, Qantas, Deloitte, Australian Government, Singapore Government, to name a few.

About Netbiscuits

Netbiscuits operates the world's leading B2B web software platform for the creation, operation and monetization of mobile Web sites and apps. It serves the mobile Internet programs for premium online and media companies such as eBay, Universal Music, MTV and Axel Springer and leading agencies such as SapientNitro, Publicis and Ogilvy. Globally Netbiscuits delivers more than 2.5 billion mobile page impressions each month. Founded in 2000, the company has 80 employees in the USA, Germany, and Singapore.

The award winning Netbiscuits platform is available as a cloud-based software service (SaaS). At www.netbiscuits.com all tools, interfaces and mobile enabling technologies are provided to develop, publish, monitor, and monetize professional mobile web services. By using Netbiscuits, media companies, agencies, retailers, brand owners, developers, and service providers achieve a faster path to profit from their mobile Internet programs. In 2009 Netbiscuits won the internationally accepted ME Award for the „Best Mobile Publishing Platform“.

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