

**PRESS RELEASE:**

## **THREE IRELAND LICENSE MOMAC'S PLATFORM TO LAUNCH AND MANAGE NEW PORTAL**

MoMac, the leading mobile internet platform provider, today announced that it has completed a deal with network operator, 3 Ireland, to deliver them a new portal powered by its carrier grade delivery engine, GoPortal - an operator module of MoMac's mobile internet platform, GoMedia.



3 have chosen GoMedia, to allow them to create and manage a next generation mobile Internet Portal with extreme flexibility and ease. Integrations with social networks, e-mail clients and major internet brands and services will be offered via GoMedia. Additionally, the platform offers increased functionality to bring a rich-media mobile browsing experience to the end-user, taking advantage of the ever-increasing capabilities of new handsets. Sliding, carousel menu's and one touch expandable and collapsible sections of the home page allow the operator to display much more content at the top levels of their portal. Further, end users are able to customise their home page to include their favourite social networks, e-mail and news providers.

Whist MoMac are assisting in the build of the portal, 3 have licensed the GoMedia platform, allowing them to maintain and update the portal internally.

David Kent, 3 Ireland comments: "Momac are able to provide us with an innovative proposition that allows us to give users a next generation portal that positions 3 as the hub of their activity on the mobile internet. Users will be able to customise their mobile experience and decide which of their favourite mobile internet products and services are available via the homepage. GoMedia gives us the ultimate in flexibility and will allow us to easily evolve the portal and offer new and innovative services to our customers."

Sham Careem, MD, MoMac UK, said: "Mobile Operators are facing new challenges in mobile internet. Whilst overall data usage is growing rapidly, users are increasingly choosing to navigate directly to their favourite products and services, bypassing the operator portal completely. From a data revenue perspective, this is fine for the operator who wants to follow an access provider model. However, operators are beginning to understand that their portal can be much more than a content store, and mobile internet is about more than just data revenues. Next generation operator portals will deliver powerful CRM and marketing tools which have the ability to improve retention and loyalty, and cross sell non content services such as broadband, voice tariffs, and handset upgrades. MoMac's operator portal platforms are designed to keep the operator at the centre of the mobile internet, and provide a complete set of tools to leverage the CRM and marketing opportunities."

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#### **About MoMac**

With offices in London, Paris, Rotterdam, and Amsterdam, MoMac specializes in partnering with principal brand, content and right owners to create compelling, creative and profitable mobile services. MoMac's GoMedia publishing platform has become the choice of many leading European media companies, MNO's and MVNO's. Founded in 2001, MoMac enjoys strong relationships with key European mobile operators including Vodafone, T-Mobile, O2, KPN, 3 and Orange.