

KWICKEE BITESIZE POPULATES THE MOBILE INTERNET

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NEW MOBILE DATA PLATFORM SET TO TRANSFORM 'CONTENT' FOR BROWSER-ENABLED MOBILE PHONES ACCESSING THE INTERNET

Kwickee Guides Ltd is proud to announce Kwickee Bitesize, a unique mobile data platform, where people are invited to share knowledge by submitting text-based information (articles of not more than 5,000 characters) on almost any subject: sport, health, fashion, arts, science, adult, fiction etc., which is thereafter available for downloading onto browser-enabled mobile phones. It's the equivalent of eBay but for trading knowledge, with a library as vast as Amazon and search capabilities equal to Google.

Kwickee Bitesize, which launches shortly, is host to a wealth of information (articles, reviews, reports, training, sales messages etc) written by professionals, the public and marketers, will be available to a UK market of over 30 million people.

According to research from Jupiter MMXI, the market for mobile content in Europe is forecast to be worth some €3.3 billion by 2006. Whereas new research from ARC Group, states that Mobile services worldwide will be worth a staggering US\$6bn by 2008 and will account for almost 20 percent of total mobile operator revenues. With mobile phone operators' core activities moving away from traditional voice services to more data based services, Kwickee Bitesize is poised to be at the forefront of the new mobile internet.

"In today's non-stop 24/7 lifestyle, the need for instant information is paramount", commented Julian Fisher, Publisher, Kwickee Guides. "With Kwickee Bitesize, mobile phone users have access to information quite literally anytime and anywhere, without the need for a PC. Bitesize content is specifically written for access via mobile phones."

What is a Bitesize?

A Bitesize is a document of not more than 800 words in size, supplemented by up to 2 images, which can be submitted by any professional or member of the public. A Bitesize will contain useful information on potentially any topic, in a concise succinct and easy to read style. Topics can range from football reviews and cooking guides to 'a man's guide to buying lingerie'. The limit is one's imagination!

How Kwickee Bitesize Works

Almost all mobile phones today are browser-enabled, thereby allowing users to access the Kwickee 'Hive' of content. Here they have the ability to search on hundreds of subjects and when a Bitesize of interest is located, users can view a 'teaser' before deciding to download the complete submission for a small fee (currently £1.50 inc. vat). And, once purchased, a user can view the Bitesize via the website at www.kwickee.com through a normal desktop/laptop pc.

Each Kwickee Bitesize is listed by Type, Category and Sub-Category. Type covers the basic area into which information is sorted. There are five main Types: Topical (for news, film reviews, sports updates,

celebrity gossip, etc); Reference (for factual, 'How to ...' and historical information, etc); Fiction (short stories); Adult (strictly for people over 18) and Commercial (material by advertisers and sponsors). Information can take the form of a single, complete Kwickee Bitesize, or as part of a series: e.g. 'A beginner's guide to Windows XP – Part 1 of 3'.

Kwickee Bitesize will be available on the five UK mobile phone operators: Vodafone, O2, Orange, T-Mobile and Virgin.

For more information please visit www.kwickee.com

About Kwickee Bitesize

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