

# Smart Global Launches Instant Messaging on the Move to the Mobile Business Community powered by MessageVine

Submitted by: Smart Global

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London, May 3 2005: London-based Smart Global, the UK's first one-stop-shop for mobile data services targeted at SMEs, has launched 'Smart Instant Messaging', an 'always on' communications service tailored to SMEs and professional individuals. The service, powered by MessageVine, is available on a wide variety of mobile devices and is delivered by Smart Global in partnership with network operator O2.

The subscription-based Instant Messaging and Presence service allows employees and business professionals to efficiently communicate with colleagues and friends in accordance with their real time availability. Available at only £5 per month for unlimited monthly use, the service is fully hosted and requires no time-consuming back office installation or IT integration.

Says Rachel Perry, Chief Operating Officer of Smart Global: "We believe that Instant Messaging is an important element of the communications mix, set to change the way we use our mobile devices in the future. It is complementary to SMS and voice communication and when put in a business environment can serve as an important communication and information exchange tool. Having spent over a year reviewing technology providers from around the world to develop such application, we chose to work with MessageVine, whose track record in delivering technology solutions for the mobile business community is second to none."

Tomer Hertz, CEO of MessageVine, continues: "We are delighted to add Smart Global to our distinguished portfolio of clients and partners and believe that the launch of Smart Instant Messaging will benefit from the growing demand for specialised mobile data services required by the professional user."

Smart Instant Messaging is offered on an initial 30-day free trial period.

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Notes to Editors:

About Smart Global Limited

Smart Global, a UK based company in partnership with network operator O2, is the world's first provider of mobile data services targeted at small and medium sized businesses. All services have been specifically designed to address the unique needs of the SME and as such are fully hosted, require no installation or IT integration with back-office systems and are extremely simple to provision with the

software sent directly to the subscriber's mobile device. Smart services are supported by a wide range of mobile phones, PDA's and BlackBerry devices, with payment via a monthly subscription fee, meaning no up-front investment is required. Businesses have the added reassurance of Smart Global's dedicated customer care team and online support, freeing them from the daily hassle of technology management.

Smart Global services are broadly appealing and include email-push, calendar, contacts and tasks synchronisation; instant messaging; real-time business and market information; mapping and navigation solutions, as well as more complex workforce, sales and time management services.

[www.smartglobal.com](http://www.smartglobal.com)

#### About MessageVine

MessageVine is a leading provider of mobile instant messaging and presence solutions for mobile operators, service providers and enterprises. MessageVine's products include clients for a variety of mobile devices such as BlackBerry (TM), Palm OS, Pocket PC, Microsoft Windows Mobile-based Smartphones, Symbian OS (TM), J2ME (TM) and BREW® devices, as well as IM and presence gateways, servers and hosted services. Amongst its customers are Swisscom Fixnet, Tata Teleservices, Telus and T-Online. MessageVine has key partnerships with Microsoft, RIM, Qualcomm and PalmSource. For more information about MessageVine, please visit the company's web site: [www.messagevine.com](http://www.messagevine.com)