

# mixipix Nominated For Mobile Messaging Award

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Glasgow, UK. June 8th. Mobile services provider, mixipix has been nominated in the 'Most Innovative Messaging Application' category of the 2005 Mobile Messaging Awards.

mixipix has built a unique technology which enables animated cartoons to be selected, customised and delivered to any colour, wap-enabled mobile phone. The cartoon content is rendered on demand to ensure it is optimised for the receiving device. This removes the need to match handset to compatible content - the mixipix solution handles this process seamlessly.

mixipix has used this technology to create a cartoon messaging portal where consumers can choose from hundreds of animations, add their own text message and send it to someone else's mobile. The recipient can then save the animated cartoon and use it to personalise their phone – as a wallpaper, screensaver or caller ID alert. It is one of the first services in the world to bridge the gap between the messaging and personalisation markets.

The mixipix service even allows users to customise and create their own cartoons, providing an entirely new level of interactivity and creativity within the mobile market.

In November 2004 the 'O2-mixipix Cartoon Messaging Service' was launched as part of O2's funzone. This service is proving increasingly popular with consumers, especially around events and holidays such as Christmas and Valentine's Day. The service is frequently refreshed and enhanced with new content and features. The site has been designed and implemented to allow users of all levels of experience and abilities to use and enjoy the service. mixipix also provides a disability act compliant version of the site for users with special needs.

In addition to its consumer-facing cartoon messaging services, the mixipix technology also creates new opportunities for marketing and viral messaging aimed at both the consumer and corporate sectors.

Lesley Keen, founder and chief executive of mixipix, said, "When we established mixipix almost three years ago, it was our aim to provide a means for mobile phone users to communicate with each other with personalised animated graphics, which we believed would have a far greater emotional impact than simple text messages. The growing success of the O2-mixipix Cartoon Messaging Service has proved we were right. We are absolutely thrilled to have been nominated in this year's prestigious Mobile Messaging Awards."

Nick Hill, the Head of Portal Products at O2, said, "We were delighted to hear mixipix had been nominated for this award. The O2-mixipix Cartoon Messaging Service is very popular, providing an entirely new form of rich-media messaging for our customers."

The winners of the 2005 Mobile Messaging Awards will be announced at a ceremony held in London on June the 15th.

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## Notes To Editors:

### About Mixipix

Mixipix was founded in 2002 by Lesley Keen, a veteran of the new media, animation and interactive industries.

The company has created a unique technology system which allows animated cartoons to be created and sent to any colour, wap-enabled mobile phone on all UK networks (except 3). Mixipix's system renders each message individually to ensure it is tailor made for each phone it is sent to. This allows users to modify existing pre-made cartoons or create their own unique animations. Once the animation has been created, users can write a text to create a personalised cartoon message, which can then be sent directly to a mobile phone. Unlike a text message (SMS), Mixipix cartoons can be saved and used as wallpapers, screensavers, ring alerts etc. to personalise the user's phone.

Mixipix operates across the consumer and trade markets. In addition to the consumer facing messaging service, the company works with marketing and creative industries to offer a turnkey solution to companies wishing to send animated messages to mobile users worldwide.

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