

# MEDIA RELEASE

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The Mobile Revolution!

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## SMS payment provider mHITS launches Point Of Sale terminal

CeBIT 2008 Sydney Australia. Multi award winning SMS payment technology provider mHITS Limited will be launching the mPOS Point Of Sale (POS) terminal at CeBIT 2008. The mPOS terminal extends the mHITS person-to-person (p2p) and merchant payment services to include retail Point Of Sale transactions. The linking of the mHITS SMS based e-wallet with a real-world POS device represents highly innovative approach to the payment process business model.

"By introducing the mPOS terminal to the mHITS service, we have produced what may be a world first innovation by combining an on-line non-bank payment technology with an over-the-counter payment facility at retail point of sale." says mHITS Managing Director Harold Dimpel. "This provides a real and compelling alternative to EFTPOS and Credit Card for retail merchants" he continues.

The mHITS technology represents one of the leading approaches to successful mobile commerce. It follows a trend toward simpler, SMS based transaction models where the ubiquitous nature of the service means it can be used on any mobile handset, on any mobile network, and on any account plan.

mHITS (pronounced Em-HITS) service is ideally suited for micropayment transactions typically less than \$20 in value. The mPOS terminal is aimed at the following industries:

- Coffee shops
- Food and beverage outlets
- Fast food restaurants
- Bars
- Outdoor events such as concerts and festivals

Demonstrations of the mHITS mPOS terminal will be held at CeBIT 2008 at the mHITS stand at Export Alley Stand Number 3.

### what is mHITS?

mHITS is the next step in the evolution of making payments.

mHITS is a person-to-person (p2p) payment system which uses a mobile phone as the transaction device. It is a completely electronic, mobile e-wallet. Users send and receive money via SMS text message and can make payments instantly between any Australian mobile phone. Users can also make purchases from mHITS merchants for items such as mobile content, MP3 and other electronic downloads, make purchases for goods and services from Internet websites. Other applications include parking, taxi fare payment, charity donations and cash back offers.

mHITS was the winner of the ACT State iAward 2008 - Financial Services Category. mHITS was the winner of the Next Big Thing Award 2007 – People's Choice Award and a joint winner of the "one to watch" category at the Australian Mobile Marketing & Advertising Awards 2006.

Visit [www.mhits.com.au](http://www.mhits.com.au). For a limited time, all new users currently receive an immediate \$5 cash sign-on bonus.

**Send money to your mates...**

**from your mobile!**

## how it works?

mHITs works by users sending SMS text messages to interact with the mHITs server. Payments can be made to other mHITs users, and can also be made to unregistered users. More money can be added from any bank account, or money can be moved out of the system back into a bank account. See below for a summary of commands:

Text your **KEYWORD** to **0428 696 448**

KEYWORD	DESCRIPTION
<b>pay</b> <mobile> <amount> <message>	send money
<b>balance</b>	account balance
<b>bank</b> < amount>	transfer to bank
<b>buy</b> <merchant ID> <amount> <reference>	buy goods
<b>bpay</b> <biller code> <amount> <bpay reference>	bpay payment

where:

<**mobile**> is the mobile number of the person receiving the payment  
<**amount**> is the amount in dollars and cents in the format xx.xx  
<**message**> is an optional message sent to the person  
<**merchant ID**> is ID number of the merchant selling the goods  
<**reference**> is a reference number or order code for the goods  
<**biller code**> is the bpay biller code  
<**bpay reference**> is your reference number for the bpay payment

*Network charges may apply for sending an sms from your mobile phone.*

mHITs users can pay each other, purchase goods and services from mHITs merchants, and make BPAY payments

## what does mHITs stand for?

mHITs stands for **mobile Handset Initiated Transactions** and was first launched in 2004 as a platform for delivering pre-paid mobile re-charge vouchers via SMS. The service was re-launched in May 2006 as a person-to-person payment system. A merchant facility allows business to accept payments from mHITs users.

## About CeBIT

CeBIT Australia is Australasia's leading Information & Communications Technology (ICT) event for the business marketplace and covers the entire spectrum of technology and the key elements that make up the ICT products and services marketplace. mHITs will exhibit at CeBIT Export Alley on 20 – 22 May 2008, Darling Harbour Sydney Australia. Visit [www.cebit.com.au](http://www.cebit.com.au) for more details on the CeBIT 2008 exhibition.

## contact details

For more details, visit [www.mhits.com.au](http://www.mhits.com.au) or contact Harold Dimpel on 0410 622 272 or via email at [harold@mhits.com.au](mailto:harold@mhits.com.au).

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