



News Release

ForgetMeNot Africa to showcase Message Optimiser at West and Central Africa Com

ForgetMeNot Africa's Message Optimiser acts as stepping stone to bridge the digital divide by bringing email and instant messaging to all mobile phone users, while driving up operators' revenue

London, 2 June 2009: [ForgetMeNot Africa](#), a specialist in unified messaging for telecommunications operators, will be showcasing its Message Optimiser (MO) service at [West and Central Africa Com](#) on the 17th and 18th June in Nigeria. The unified messaging service allows carriers to offer two-way email and Instant Messaging (IM), resulting in increased network usage and revenues. For end users, the service means no-fuss access to two-way email and Instant Messaging, using only their existing mobile phone and no internet access required.

ForgetMeNot Africa's MO enables mobile operators to immediately provide cost-effective unified messaging services or eTXT (email, instant messaging and SMS) without the end user requiring any Internet access, device upgrades or application downloads.

With an implementation cycle of a matter of weeks, carriers can quickly enjoy additional revenue streams, monetising channels previously unavailable to them, and offering a unique differentiator point; an array of value-added messaging services to their entire customer base. Since the service does not require a data contract, MO allows operators to increase ARPU and reduce churn amongst its pre-pay and post-pay customers.

MO enables the mobile phone to act as a stepping stone across the digital divide. A large majority of the African population do not have access to the Internet, be it via a PC or smart phone. MO allows them to send and receive email and IM to communicate with friends, relatives and business contacts all over the world.

For example, it is quite common for young Africans to spend time working in London and other parts of Europe. During this time communication with their family and friends back home is minimal because of the high cost and the fact that many Africans in countries such as Nigeria, Ghana and Zimbabwe do not have access to the Internet. MO solves this problem and allows people to communicate via email and IM with friends and family living in different countries or even continents, using only their existing handset and all for the cost of a local SMS.



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End-users benefit from the simplicity of ForgetMeNot's Handset Initiation technology, which enables the user to set-up and use the MO service using only their handset and without the need to access a PC or the Internet. Once set-up their mobile phone acts as a multi-channel messaging device, allowing them to receive and send email and IM.

Competition in the mobile market is tough and operators are looking for new ways to reduce churn and increase service usage. With Message Optimiser operators can offer their subscribers a unique and valuable service and drive up revenues through an increase in SMS traffic and Value Added Services. comments Jeremy George, Chief Operating Officer of ForgetMeNot Africa. Mobile operators will not be the only ones to benefit from MO, the benefits for the end user are profound, with Message Optimiser transforming the mobile phone into a stepping stone across the digital divide.

ForgetMeNot Africa has partnered with Informa, the conference organisers, to offer a free networking tool for the delegates at the West and Central Africa Com Conference in Nigeria on the 17th and 18th of June. Delegates will be able to communicate with one another via email and SMS using only their existing mobile phone.

Paul Roberts, co-founder of ForgetMeNot Software talks about Message Optimiser [here](http://www.bondi.com/public/audio/fmn1.mp3) (<http://www.bondi.com/public/audio/fmn1.mp3>) and [here](http://www.bond-i.com/messageoptimiser/) (<http://www.bond-i.com/messageoptimiser/>).

About ForgetMeNot Africa

ForgetMeNot Africa Ltd. is a "software as a service" (SaaS) company specialising in unified messaging that supports seamless interoperability between SMS, email and Instant Messaging clients for telecommunications operators. The core product is Message Optimiser which allows telecom operators to immediately provide cost-effective comprehensive unified messaging services to all of their customers without any upgrades to the device or any need for downloading new applications onto the device. This opens up a range of previously inaccessible services to many of their customers including 2-way email and 2-way instant messaging communication capability. For more information call +44 845 12 22 007 or visit www.fmnafrica.com

Notes to the editor:

ForgetMeNot Africa will be exhibiting at West and Central Africa Com on the 17th and 18th of June in Abuja, Nigeria. Spokespeople are available for one-to-one meetings and demos during the show. please contact BondPR on +44 (0)208 339 4420 to schedule a meeting. Alternatively, visit **Stand no. A 23**.