

Offer your customers even **more ways to pay!**

Premium SMS provides a new method to offer subscription services to Web and WAP sites without the need for credit cards or other traditional methods. It also provides the unique ability to charge customers for daily or weekly subscriptions services such as weather updates, news or horoscopes specifically for their mobile phone; with mPASS the possibilities are endless!

Overview

mPASS, Mobile Premium Access Subscription System, is an ideal and effortless way to offer subscription services to mobile users and additional payment methods for Web and WAP subscription sites.

The secure.mBill online administration system enables you to quickly configure a subscription length and the frequency of messages for each subscription. It also provides detailed reporting on member statistics including the current number of subscribers, their last login and subscription length. Once setup all you need to do is watch your members and revenue grow!

mPASS Online

mPASS provides you the ability to convert your existing site traffic into paying customers by allowing them to access secure content simply by sending a text message from their mobile phone. This additional payment method provides an inexpensive micro-payment solution to charge small amounts which could not normally be billed by credit card. It also provides an added benefit enabling a Pay-As-You-Go method for charging for online access which is fast becoming popular with Internet sites.

The secure.mBill administration system is available via a web browser. This system enables you to configure and monitor your subscriptions and member details in real time.

mPASS via SMS/MMS

mPASS also enables subscriptions by offering a variety of mobile services such as daily or weekly images, ringtones, or MMS; these are just a few typical examples.

With mBill you can access our comprehensive content database to create your subscription services. Our content database includes ringtones, games, themes, images,



animations and videos. mBill can also help or completely manage your subscription service's and marketing strategy to ensure steady revenue growth from your campaigns.

mPASS Features:

- > Easy username/password
- > Flexible subscription period
- > External authentication option
- > Simple integration
- > Secure authentication of users
- > Cross service marketing
- > Simple opt-out for customers

mPASS Benefits:

- > Full compliance with industry regulators
- > Choice of various charging methods
- > More choice for your customers
- > Extremely low maintenance for a valuable addition

Pricing

With international networks and large message volumes, mBill can provide competitive rates for all of our services. We are committed to maintaining competitive pricing whilst ensuring the sophistication and reliability of our superior services and solutions.

mPASS can be instantly set up once an account has been created, so contact the mBill team today for more information on this superior solution.

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