

# ALLISBLUE

*ALLISBLUE is a belgian based company specialized in Mobile Marketing and Mobile Media having patented a unique process SMS2MAIL that transforms all mobile phones into a web remote control for requesting information or content and subsequently receive it via Internet.*

*SMS2MAIL platform is scalable, reliable, user-friendly (ASP model) and is used by the leading brands for their communication.*

*ALLISBLUE offers also a Digital Magazine CMS fully integrated with SMS2MAIL.*

In 1995, when the mobile and Internet industries were emerging, ALLISBLUE had a vision of bridging these two industries for creating a new ecosystem: a world centered around the consumer, simple and rich, where privacy is respected, intimate and efficient, where mobile will offer ubiquity while internet will offer interactivity and content.

The last 10 years have reinforced this vision! Mobile Industry has offered ubiquity to more than 90% of the European population and 50% of this population has now Internet access. The mobile has become the web remote control.

For the next 10 years, ALLISBLUE will continue to build its vision by creating and developing an ecosystem where each actor will generate and capture more value than today, where advertisers and marketers will become closer to their customers and where media players will drive their audience to new channels.

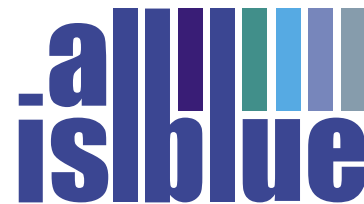
## **When SMS meets e-mail**

SMS2MAIL is a unique solution that combines the specific advantages of mobile telephony and Internet as it allows mobile phone users to use their mobile phone as a remote control to request information or content and subsequently receive it via Internet.

## **How does it work?**

Any consumer equipped with a basic mobile phone can send an SMS with a specific INFOCODE (text string chosen by an advertiser like CAR, TEST, DELHAIZE ...) to a short code (like 3699 or 3545). This request will trigger an email as a response to the consumer email address if it is known by the platform. If the consumer is using the system for the first time, the platform will send an SMS back to the consumer for asking his/her email address. The consumer can send his/her email address by simply replying by SMS to the short code.

"This technology revolutionises established usage in marketing, publicity, communications and media! Using mobile telephones allows consumers to get more of the information they require from advertisers and media. This information is sent to their e-mail address using a patented process, based on a simple SMS request. This process gives consumers control over the information they receive – NO SPAM – and advertisers and media can expand their relationships with them. In the world of opt-in and opt-out, a link like this one between what's off-line and on-line can strengthen communications and direct marketing. What's more, it provides a lot of benefits, such as respect for privacy, media market shares, new opportunities for publicity centered on the e-mails sent, and so on... Our aim is to construct a network connecting the world of media and advertising off-line and on-line, centred on the consumer," explains Eric Delfosse (for more details, SMS "ALLISBLUE" to +44 779 780 5777)



ALLISBLUE  
Avenue Général Bernheim 80  
1040 Etterbeek  
Tel +32 2 640 22 33  
Fax +32 2 640 22 35  
info@allisblue.com

## **References**

AXA  
FORTIS  
SKYNET  
TOYOTA  
ENDEMOL NETHERLAND  
FORD  
EUROSTAR  
DISNEY  
WARNER  
PEPSI CO