

# Press Release

Waterford  
August 2006

Based on the UGetMobile mobile internet community platform, the mMag project brings to market a service which gives users the ability to create their own mobile website

mMag project initiates pan European mobile consumer trials

## **UGetMobile solution to be used by social clubs and high growth SMEs to build innovative mobile websites and community services**

The European mMag (mobile magazine) project has now started its first field trials. Companies from the small and medium-sized enterprise (SME) sector in Greece, Gaelic football and golf clubs in Ireland and forestry inspection teams in Spain are taking part in the new mobile services trials. The trials aim to bring mobile services to community groups and SME's looking for an easier way to keep in touch with friends, family and customers. The UGetMobile service is being trialled under the EU funded eTen mMag market validation project. The solution has been built by the project coordinator – Waterford Institute of Technology (Ireland) and other members of the market validation team include AePona (UK), Aceno (Ireland), Fraunhofer Institute FOKUS (Germany), OTEPlus (Greece) and Telefonica ID (Spain).

“In selecting SMEs for the project we focused on companies in high growth sectors like tourism and entertainment” says Dr. Natassa Anastasiadou from the project partner OTEplus in Greece. Greece has nine companies trialling the service including the Dionysos hotel on one of the Greek islands. This popular hotel established its own mobile web site and now sends out SMS alerts, promotes special offers and communicates frequently with its clients. The Greek online lanos Bookstore uses the UGetMobile platform to promote mobile discussions between authors and readers/customers and to invite customers to readings using alert services..

In Ireland the trials focus on sporting clubs such as Gaelic football clubs, golf clubs and recently the Waterford branch of the Youth Information Services Organisation. According to Hélène Haughney in WIT “Uptake has been high and the end users find the service invaluable for sending out notifications regarding training sessions and match fixtures.”

### **Project partners are**

Waterford Institute of Technology  
(Ireland) – Project Leader

AePONA (UK)

Aceno (Ireland)

CATR (China)

Fraunhofer Institute FOKUS (Germany)

OTEPlus (Greece)

Telefonica I+D (Spain)

**Press Release**  
**Waterford**  
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**Page 2**

'In Spain TI+D has introduced TRAGSA to the UGetMobile solution. TRAGSA has used the UGetMobile platform to set up a portal to aid forestry inspection and emergency response teams. The Spanish trials also include some diverse SMEs in villages one hundred kilometres outside the Madrid urban area that include a riding school and a housewives association.

#### **About mMag/UGetMobile**

The UGetMobile platform features a whole range of functionalities mainly designed to support SMEs, clubs and organisations in building information pages and new mobile services. UGetMobile allows businesses and communities to communicate using the most effective means available today – the mobile phone. It grants users, previously denied by technical and organisational hurdles, access to an easy-to-operate solution, value-added services, international communities and limitless business opportunities.

The mMag project forms part of the European Union's eTEN programme for the provision of electronic services throughout Europe. The project has a lifecycle of 18 months. Project partners are: AePONA Ltd., UK; The Fraunhofer Institute FOKUS, Germany; Telefonica, Spain; Telecommunications Software and Systems Group (TSSG) – part of Waterford Institute of Technology, Ireland; Aceno Mobile Services Ltd., Ireland; and OTEPlus, Greece.

For more information on the project please visit our web site – [www.mmag.org](http://www.mmag.org) or contact the project coordinator Hélène Haughney ([hhaughney@ugetmobile.com](mailto:hhaughney@ugetmobile.com)). For more information on the UGetMobile product please visit [www.ugetmobile.com](http://www.ugetmobile.com)

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