



ASX ANNOUNCEMENT

## China Mobile executes MOU with SmartTrans

China Mobile is the world's largest mobile phone operator with over 508 million customers. China Mobile provides mobile voice and multimedia services through its nationwide mobile telecommunications network, the largest of its kind in the world. In addition to being the world's largest mobile network, China Mobile has also the world's greatest number of mobile subscribers.

Source: [http://en.wikipedia.org/wiki/China\\_Mobile](http://en.wikipedia.org/wiki/China_Mobile).

China Mobile has executed a Memorandum of Understanding with SmartTrans for the provision of SmartTrans Mobile Telephone Application Management Platform to its mobile telephone user base.

Under the terms of the Memorandum of Understanding it is SmartTrans' and China Mobile's intention to conclude commercial negotiations as soon as practicable for China Mobile to deliver SmartTrans software pre-installed on new mobile telephones and to also make it available for download by existing users in the Shanxi province.

The SmartTrans Mobile Telephone Platform is a sophisticated software management system which provides a powerful management tool for the distribution of applications and other digital content including games, animation, music and other multimedia. Under the proposed formal agreement, the easy-to-use SmartTrans platform will be installed on each phone and will be constantly connected to China Mobile enabling easy management and update of content including recommendations to users based on download history.

Twelve months of demonstrations and testing has culminated in the signing of this MOU.

The negotiations for the formal agreement envisage that SmartTrans will receive an upfront platform licence fee, an annual maintenance fee and in addition, will receive an ongoing revenue share with China Mobile for each application downloaded via the SmartTrans application management system.

This will place SmartTrans in a strong position to take advantage of China's expanding 3G network and the rapidly growing number of users of mobile Internet applications which, according to *China Daily* on 25<sup>th</sup> January 2010, was estimated by the China Internet Network Information Center to already number 233 million.

The SmartTrans product is expected to have wide appeal to China's rapidly growing young mobile-dependant generation.

SmartTrans is excited by the prospect of having its software adopted by such a significant partner.

29<sup>th</sup> January 2010

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