

AKN MTECH to provide interactive mobile services for channel 9

10 Aug 2004, Star

KUALA LUMPUR : AKN Messaging Technologies (AKN MTECH) today signed an agreement with WAP Portal Sdn Bhd in providing interactive mobile applications and solutions for the television station Channel 9.

Channel 9 is set to launch numerous mobile applications for its interactive tv segment. These applications will offer the Malaysian public the usage of Short Messaging Service (SMS), Multimedia Messaging (MMS), and content streaming via the mobile phone. Channel 9 viewers can now vote, download, chat, send pictures to the broadcaster and conduct a host of other interactive applications beginning August 15, 2004.

WAP Portal's CEO, En. Azrul Rashid, and Director of Business Development, YM Ungku Shahiran Ungku Safian signed the agreement, while AKN MTECH was represented by its General Manager, Mr. Lester Neil Francis and Vice President of Corporate Affairs, En Ezani Amir. The event was witnessed by Tan Sri Abdul Rashid Manaff, Chairman of Channel 9 and Dato' Ahmad Kabeer Nagoor, Chairman of AKN MTECH.

The implementation of these services via the portal Mobile 9 (www.mobile9.com.my) and SMS Shortcode 39933 will be a continuous affair. For the initial launch, AKN MTECH will provide 5 applications to Channel 9. These applications are themed based and are reflected to the themes of soccer, music, Merdeka Day, star search, and chatting. Viewers who participate in all the applications also stand to receive gifts through a unique and intelligent profiling system developed by AKN MTECH.

According to En. Azrul, "In today's competitive world, content is king. As a digital broadcaster, the ability to combine digital content, taking them directly to the mobile users and getting them to interact with the tv will definitely take interactivity to a new level".

We are delighted to be a strategic partner to WAP Portal and Channel 9 in providing interactive mobile applications," said Dato Ahmad Kabeer Nagoor, Chairman of AKN MTECH. "Our mobile interactive applications will support Channel 9 in introducing interesting programs for the Malaysian public to enjoy. This relationship also puts a demand on our research and development team to create compelling mobile content that has broadcast and 3G qualities, thus reaffirms our position as the premier mobile content company in Asia".

For more information, media only: AKN Messaging Technologies Berhad
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WAP Portal Sdn. Bhd.

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Channel 9

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About AKN Messaging Technologies Berhad

AKN Messaging Technologies Berhad is a member of AKN Group of Companies and is the first mobile internet based company to be listed on the Malaysian Stock Exchange MESDAQ market (stockcode: AKN MTECH) with a market capitalization of over RM400 million. The company was incorporated in May 1999 and now has offices in Malaysia, Thailand, Singapore, China, Indonesia, Macau, Hong Kong and Pakistan. AKN Messaging Technologies is the leading mobile content provider in Malaysia and is making inroads in being the leader in this industry for the region.

About WAP Portal Sdn Bhd

WAP Portal Sdn Bhd, Malaysia's leading independent Mobile Internet service provider was founded in October 1999 and it is a MSC status company specializing in SMS application management. WAP Portal Sdn Bhd is Malaysia's pioneering independent Mobile Internet Services provider, and leads the way with a total solution for content and services. It also specializes in providing mobile data content to network operators and communities.

About Channel 9

Channel 9 (CH-9) is the tv station with innovative services, backed by the creative programming, entertaining presentation, excellent music and aggressive marketing. CH-9 is set to become the most exciting, creative and favorable tv station in Malaysia. At present, the station's broadcast covers the Klang Valley, Perak, Negeri Sembilan, Pulau Pinang, Perlis and Malacca via transmitters in Ulu Kali, Gunung Kledang, Gunung Pulai, Gunung Jerai and Gunung Ledang.

