



Media Release

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**Australian iPhone applications move past games, entertainment -
“One year on, the second wave of ‘apps’ support consumers’ everyday living”**

As iPhone applications head towards their first birthday next week, neither iPhone sales or their applications growth explosion show the slightest sign of slowing.

Apple just sold over 1 million of its new iPhone 3G Ss in its first 3 days on release in June. With 17 million iPhones sold worldwide by March, Apple has 8.2% marketshare of the smartphone sector, with analysts forecasting growth of 12-15% by 2010. Australia is a high-performing country market for iPhone, with 9% of our smartphone market vs. iPhone’s 8.2% share worldwide.

But already, the iPhone apps market is maturing past its initial year of games and entertainment. Here and internationally, developers and companies are now introducing useful applications to support customers’ needs.

Australian company Mobile Web Solutions has launched the first of a series of practical applications that assist customers and businesses. Managing Director Tony Nguyen said the two new applications, “Crash Kit” and “Mortgage Saver” support consumer’s daily lives “and set out to lower stress wherever possible”.

“One year on, the second wave of apps support consumers’ everyday living. For me this is where the real value is for companies, in offering value-added services their customers want and will use. The internet gave them 24/7 connection at home, mobile technology takes that 24/7 wired convenience with them wherever they are”.

Widespread business interest and statistics back up Mobile Web Solutions’ belief that this is the right time and channel for practical applications to interact with customers.

Successful Australian applications include the OzWeather application connecting to the Bureau of Meteorology, a top10 national seller since its release, while MBF and Yarra Trams have developed applications for customers. Internationally, campaigns include household names 7-Eleven and Volkswagon. Some 50% of iPhone owners are over 30, 43% earn over \$100,000 p.a. and 15% earn \$165,000 p.a. iPhone users actively seek out additional functionality, with 93% adding applications vs. 66% of other smart-phone owners.

Crash Kit – lowers the stress of a car accident - then the stress of reporting it

Nguyen said that the Crash Kit application takes the stress and complexity out of gathering information just after a car accident. “Any accident is stressful and you’re almost immediately expected to get all the right information from the other driver, any witnesses there, or the police. “We’re providing peace of mind and practical assistance.

“The Kit has all that necessary information prepared, it makes filing an insurance claim afterwards as painless as possible. There’s a picture-taking feature to record any damage to your car and others. You can use the GPS location and mapping to record the accident spot. It’s an easy step-by-step process for when you’re not calm or thinking clearly.”

Companies that could offer this service to customers include insurance companies, car rental firms, fleet managers, said Nguyen. “Insurance companies as an example can significantly cut back the time for claims assessors to handle customer calls.”

Mortgage Saver - The iPhone application to help you save on your mortgage

Nguyen said the second new application, Mortgage Saver, gives home-owners control whether they are researching a new home loan or reviewing their current mortgage. “Again, it’s a practical app. The calculator format shows how much interest is saved by changing repayments from monthly to fortnightly, or weekly.

“These are simple options that can save you money and that lenders don’t always tell you. Mortgage Saver compares your loan repayments so you instantly see, on one screen, huge possible savings in interest and loan term reductions. You can see in seconds what effect extra payments will have.

“From the business perspective, banks and mortgage brokers are among potential business sectors where white-labelling the application is an added-value service they can offer.”

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About Mobile Web Solutions

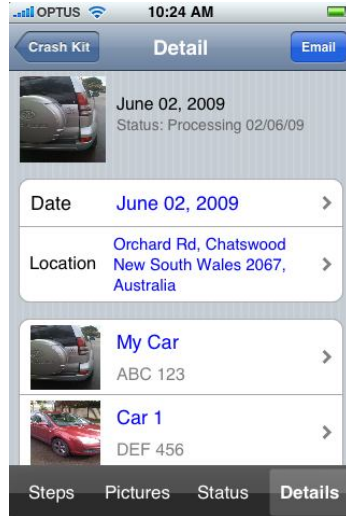
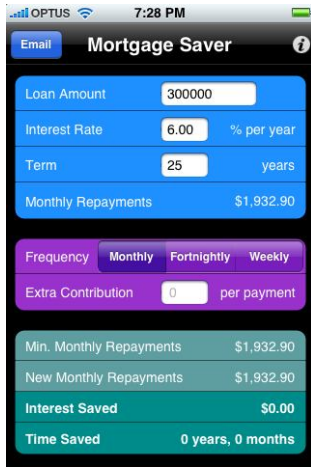
Sydney-based Mobile Web Solutions was established in late 2008, recognising the growth and rapid change within the mobile web, especially around Apple’s iPhone; the medium’s evolution as an effective communication channel between companies and their customers; and that to be effective within this channel, organisations need to innovate and cost-effectively build and test opportunities. Coming from a research and development approach, we help organisations tackle these market changes with consulting, application development and channel management services that help you define the opportunity, build, maintain and realise your investment over time; and drive uptake and utilisation.

Who are iPhone users?

In Australia, 70% of iPhone owners are women. They are heavy users of mapping and applications, using Google Maps 24% more often than other smart phone users. They watch twice as much mobile video or TV and are heavy web and email users, with 85% connecting to the Internet vs. 58% of smartphone users and 13% of regular mobile users. 60% browse the internet at least once per day.

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