

Mooter Media Limited (ASX: MMZ)
ABN 26 059 081 293

UPDATE ON TECHNOLOGY DEVELOPMENT

Key highlights:

- Work commenced on the completion of the Shutterbug technology
 - Experienced consultant employed
 - Short term plan to move to a Beta test site, with a view of rollout
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30 July 2015, the Board of Mooter Media Limited (“MMZ” or “the Company”) are pleased to announce that parallel with the recently announced corporate simplification process, the Board has been working towards the development of the technology.

By way of background, due to the financial position of the Company, little to no work has been undertaken on the technology in the last few years. However, over the last two months, the Company has engaged the services of Mr Terry Vorg to undertake a detailed analysis of the technology. To date, any views formed by Mr Vorg are considered to be preliminary and subject to further analysis.

Mr Vorg is a highly accomplished Senior Software Engineer offering over 25 years’ experience working within the IT industry. He is experienced in client server programming, relational databases, and the development and maintenance of complex and critical systems. He also has a strong adept at designing, implementing, customising, upgrading, and migrating systems. In addition, he is a passionate photographer who has over 15 years’ experience capturing photographs for both magazines and online sites, as well as photography for various marketing materials.

Below is a brief overview of the status of the technology:

Overview

As part of gaining an understanding of the technology, Mr Vorg has been in contact with certain former team members. Based on these discussions, they have indicated that the codebase (source code), as well as the server infrastructure were complete and tested (security, load, etc). However, further review and analysis is required to formulate a position.



Short term plan

Due to the complex codebase (source code) of this website, a test environment will be setup in order to establish the exact status of the source code. The plan for this is to launch a "Beta" site to fully test the web application (SBM).

Based on the understanding of the technology to date, an estimate of six months will be required to establish and test the Beta site. Included in this timeframe is recruitment of suitable personnel to assist and environment testing. Apart from Mr Vorg's costs, a modest amount of additional funds will be required.

Once Beta is tested and working, it is proposed to scope out a new production rollout plan that will involve the high end server infrastructure and re-coding of some modules.

Marketing plan

As the Company moves towards establishing a Beta site, it plans to move setting up a marketing plan to commercialise technology.

For further information, contact

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