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Medic Vision Limited (MVH)

mConnect launches mOne advertising platform at Ad Tech New York.

Soon to be wholly owned subsidiary, mConnect Group, will today unveil its highly anticipated, game changing, mOne mobile advertising platform for brands and marketing agencies at Ad Tech New York.

About Motopia: Medic Vision Limited, soon to be re-named Motopia Limited, aims to become a world leader in Mobile Content licensing and distribution. mConnect Group's exclusive content partners include the likes of Cristiano Ronaldo. mConnect Group create compelling Mobile Content including Apps for the iPhone, Android, Blackberry and Ovi platforms and also create branded mobile sites, games, wallpapers and videos and distribute them across their growing global partner network of over 100 Mobile Carriers.

Motopia also aims to become a major force in the incredibly fast growing Mobile Advertising industry, with the release of mConnect Group's mOne Mobile Advertising Platform. mOne will revolutionise mobile marketing for Ad networks, brands and marketing agencies on a global scale.

About Ad Tech: For more than ten years, Ad tech has provided media, marketing and technology professionals with the tools and techniques they need to succeed in a changing digital world. With 10 shows in 7 countries, Ad tech's globally respected roster of speakers, workshops and exhibitors continues to make it the preferred resource and destination for digital marketers everywhere.

Rob Hoath CEO of mConnect Group commented "we realized some time ago, as heavy users of mobile advertising ourselves, that there was a need in the market for a platform enabling users to manage all mobile advertising campaigns from one central location".

Currently one of the main barriers holding brands and agencies back from exploiting the mobile advertising channel to its full potential is the amount of skilled resources required, lack of tracking options and the many other technical complexities involved when running mobile marketing campaigns across different networks. mOne will allow brands and agencies to easily create Wap sites, mobile Apps and advertising campaigns and launch them across multiple ad networks at the click of a button. Clients will also be able to see statistics for all campaigns on all ad networks in one location and therefore easily manage and optimize campaigns on the fly.

mOne will allow agencies and brands already using the mobile channel as part of their marketing mix to have far greater control of their mobile campaigns, drastically reduce the resources required to manage campaigns, allow instant performance

comparisons between different ad networks and facilitate a far wider audience reach.

For those not yet using mobile marketing as part of their mix, mOne will allow them to easily enter the marketplace in a far more manageable way than currently exists and give them the confidence that they are using the very best tools available in the mobile marketing industry.

mOne is undoubtedly a game changer in the mobile marketing world and benefits everyone involved whether they are an ad network, brand or advertising agency. mOne fills a big gap in an extremely fast moving mobile marketplace and we expect very strong demand from brands and agencies globally.”

For further information, please contact;

Jitto Arulampalam
Executive Chairman
Medic Vision (soon to be renamed Motopia)
Phone: 0421 617 766

Rob Hoath
CEO - mConnect Group
Phone: 0404 461 991