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MGM Wireless launches Pinpoint Family Locator App for the Apple Watch

Mobile technology specialist MGM Wireless (ASX:MWR) today announces that the Pinpoint Family Locator app will be launched to coincide with the release of the much-anticipated Apple Watch.

The Pinpoint Family Locator is the first major upgrade to MGM Pinpoint, which was developed as part of the company's suite of School SMS Solutions to focus on locating missing school students.

MGM Pinpoint now provides the technology needed to keep all family members safe and informed, from small children through to the elderly. Pinpoint can issue automated alerts whenever a family member arrives at or leaves a predefined location, using the iPhone on its own or the iPhone in combination with the Apple Watch.

Parents who wear the Apple Watch will receive sound, colour and vibration alerts if their child or elderly relative, for example, either does not arrive at or leaves a pre-set geo-location, or "place", such as school, home, work, sports ground, doctor's surgery or even a teenage party.

MGM Wireless CEO Mark Fortunatow said that by using the Apple Watch, the apps location service accuracy is improved, battery life is longer and the whole experience of using the app is much more fun and entertaining.

"Children and teenagers are waiting in line to be early adopters of the Apple Watch – they won't want to take it off," Mr Fortunatow said. "This makes it a great device for locating children – much more accurate than a phone, which they can leave lying around"



Mr Fortunatow said the app will help relieve stress and provides peace of mind for family members as they can be alerted automatically if they are not where they should be, or are in trouble.

“We live in a complex, fast-paced world where people are choosing to have their children later and are living longer,” Mr Fortunatow said. “This has created the social phenomenon known as the ‘sandwich generation’. The sandwich generation includes people aged from late 30s to early 50s who find themselves being the primary carer for both school-age children and elderly parents.”

Mr Fortunatow added that parents often want to give their primary and middle-school children more autonomy to travel to school by themselves by bike, walking, or taking public transport.

“Now, using MGM Pinpoint, parents can take the responsibility for their child’s safety into their own hands – rather than relying on school staff to call if their child hasn’t arrived at school,” he said.

“The additional features of the Watch make it quite compelling for the thousands of parents who are expected to invest in the new device.”

Mr Fortunatow said Pinpoint’s new panic alert function not only notifies other Apple Watch wearers, it has the important capability to call police and other emergency services.

The app creates new revenue opportunities for the company, as it expands its addressable market beyond schools to the estimated 9 million children, parents, grandparents, caregivers and other family members in Australia.

The app will be sold through the Apple App Store to all international markets and is expected to be available for sale at the time of the Apple Watch release on April 24, 2015. It will be available at two pricepoints – free for children not requiring alerting functionality and a fully featured version for a one-time \$4.99 fee.

MGM Wireless is the acknowledged leader in school SMS communication solutions, with over 1,150 schools and 1.8 million parents and students currently using MGM solutions such as messageyou, RollMarker and Outreach.

About MGM Wireless Ltd and Messageyou, LLC

MGM Wireless is recognised in Australia and internationally as a pioneer of socially responsible technology-enabled school communications with a proven track record in designing, developing and successfully commercialising innovative world-class technology products.



Over 1,000 schools and 1.8 million parents and students currently use MGM solutions such as messageyou, RollMarker, Outreach and Pinpoint.

The company's patented SMS school communication solutions empower schools to effectively communicate to parents and caregivers using SMS text messaging to improve student attendance, welfare, safety and parent engagement. Measurable benefits for schools include reduced operating costs, increased productivity and improved parent and community engagement, which ultimately improve student learning and social outcomes.

Schools in Australia and New Zealand use Messageyou software in their day-to-day operations.

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