

*"Experience The
Revolution"*

Dreameye Media

Mobile Media Company

Mobile Advertising
Australia

Industry Requirements

Advertising Agencies

- Today's Industry.
- Continue to get closer to their audience.
- Marketers have no real solution that can provide them statistical data for measuring mobile response rates for campaigns.
- Application tools that can create rich media mobile marketing advertisements are not common in the market place.

SMS Messaging

- Does not support detailed tracking per mobile user.
- Delivers one message to one mobile user.

Short Message Service

- SMS has demonstrated up to a 50% response rate.

Mobile Operators

- Mobile operators do not have a adequate solution for mobile marketers except utilizing MMS as a rich media messaging advertising tool.

Dreameye Media Solution!

- **Only** utilized for mobile marketers not consumers.
- Utilizes today's and tomorrow's technology.
- Provides detailed, measurable individual tracking statistics.
- Delivers one message to many mobile users.
- Caters for many device types.
- Provides tools to create rich media messages including animation, coupons and video.
- Ability to provide m-commerce functionality via a
- Provision for forward, reply and send functionality for viral marketing effect.

Dreameye Media Mobile Advertising

"Experience The Revolution"



Shrek™

Dreameye Media Mobile Advertising

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Matrix™

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Indiana Jones™



New Product Launches

Measurable Advertising

- Individual 'opens' by the mobile user.
- Tracking impression views.
- How long a user has viewed the advertisement.
- Ability to advertising based on a mobile number.
- Global scope with the ability to advertise in Australia and United Kingdom.
- Measure via impressions, length and click through and viewing time.

Allow businesses to more effectively monitor communication effectiveness and tailor value propositions to customers
--- truly 1:1 marketing