

creating value



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PERTH, AUSTRALIA
LONDON, UK

Optimiser, Tempest Technology To Create Telco Services Platform For Digital Asset Trading

Combined Digital Management, Telecoms Billing Technologies To Integrate Applications Delivery With Next-Gen Telco Services

Optimiser - developer of the world's first Authoritative Metadata Engine for next generation eCommerce systems - and Tempest Technology - a leading developer of integrated billing solutions - have signed a Memorandum of Understanding to integrate each others' technologies to create Next-Gen digital product delivery and billing solutions that will allow software, games and data customers to buy over the Net or via a phone, and be charged through their telephone service plans. The Alliance will see Tempest open and staff a new Australian subsidiary in Perth, Western Australia, later this year.

The two companies intend to combine forces for the Australian, Asian and European telecommunications and Internet services markets, which comprise the fastest growing and biggest spending regions for convergent Billing and Operational Support Systems (OSS). Leveraging Tempest's presence in Europe and Optimiser's in Asia, solutions will be developed where - according to Dittberner Associates Inc, a US-based telecoms market research company - the combined annual solutions spend will exceed \$24 billion per year by 2008, outstripping the US spend by some 350 per cent.

"Tempest's success is founded on seeing how the market is moving and not just what customers need now, but what they are going to need as convergence continues," said Sean Marsh, Tempest Technology's CEO and Founder. "Adding Optimiser's Digital Management for granting and enforcing rights to products, services - and even the devices and phones people use - will be extremely significant in uniting and protecting buyers, vendors and carriers for seamless eCommerce trading."

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Optimiser, Tempest Technology Alliance....

Tempest Technology Ltd, based in the UK, is widely regarded as an international market leader in the supply of billing and customer care software solutions to the telecommunications industry. It has been ranked in Deloitte-Touche's "Fast 50" list of the UK's most successful companies twice in the last five years, ranking sixth in 2002. In 2004, the UK Government awarded Tempest the Inner City 100 Award for being the country's best performing IT company, measured as accumulated growth over the five years preceding. For more information see www.tempest-technology.com.

"Digital Management is fundamental to creating a true eCommerce marketplace where parties' rights and assets are recognised and protected," said Leo Mullins, CEO of Optimiser. "When you can do that, which Optimiser's technology can, you need to give the carriers and vendors the best billing solution possible so they can manage heterogeneous data, service and application portfolios. That's where Tempest comes in - it has an excellent track record in developing flexible billing solutions for uniting the disparate systems used by carriers and the telco reseller chain."

Optimiser has developed the Digital Management Zone - or DMZ, a platform-independent, Web-based service for enabling, managing, securing and billing application and content sales in real-time. The core of its successful Digital Management solution is a unique Authoritative Metadata Engine and its ability to provide metadata and metrics for driving Enterprise and Management Information systems. Assessed by BT Exact, Optimiser's approach has been cited as "completely unique and original".

Developed using open source tools and XML-based standards, Optimiser's DMZ employs the latest 256-bit encryption methodologies in a unique way. Able to replace key-based licensing systems completely, Optimiser's eContracts are validated to ensure that proper rights of access and use exist between the Intellectual Property owner and the customer/user. For more information see www.optimiser.com.

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Optimiser, Tempest Technology Alliance....

Optimiser created the Authoritative Metadata Engine - or AME - for the management of intellectual property in the digital environment in accordance with deliberations of the European Commission's INFO 2000 Programme and the World Intellectual Property Organization (WIPO). The European Commission's INFO 2000 Programme's *indecs* Report, June 2000, defined an Authoritative Metadata Framework as necessary for the successful management, protection and trade of digitally-stored intellectual property. Optimiser is the first dedicated Digital Management company to be granted Multimedia Super Corridor status by the Malaysian Development Corporation to support the nation's strategic vision to become Asia's leading knowledge-based economy.

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