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NEWS RELEASE

14 March 2007

PERTH, AUSTRALIA

Optimiser Enhances Unique, Point-of-Use Digital Management Solution

*Agent Becomes Operating System Service, Web Service Interface
Now More User-friendly*

Optimiser - Perth-based developer of patented, Digital Management solutions for controlling digital product and content services at the point-of-use – has completed major enhancements to its GenIII Digital Management Web service with its III.1 release. The client-side Agent, previously an application, is now an operating system service running invisibly in the background, while the Web service management interface now allows efficient, wizard-driven setting up of contracts for selling digital products on-the-fly.

Recently an Innovation Finalist in the Commerce category of the national Secrets of Australian ICT Innovation Competition, Optimiser continues to develop its product ahead of conventional market offerings for managing software applications and content services in-the-field. The latest Internet communications and Web service technologies employed in the new III.1 release have resulted in 1,000 to 2,000 per cent performance gains across the system, significantly improving the user experience for both vendors and buyers of digitally-managed products.

"Both vendors and buyers of digital product and services are increasingly in need of distribution and management solutions that control product at the point-of-use, thus protecting the rights of all parties," said Paul Williams, Marketing Director of Optimiser. "Optimiser has a unique, patented solution that is ahead of its time and designed for the pull-markets the Internet has created.

"As our development team continues to apply the latest technologies and industry standards to the Optimiser Digital Management service platform, the company is maintaining its bleeding-edge position in the DRM space. There is nothing in the market quite like this."

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Optimiser Enhances Unique, Point-of-Use Digital Management Solution

Optimiser's Digital Management solution is unique in several respects, delivering real-time product control and usage data to both vendors and buyers so there is no data privacy issue. It enables vendors to manage their billing, sales, support and product lifecycles; and, similarly, buyers to gather procurement and usage data for ongoing management, accounting and re-charging of their digital product investments. At the heart of the system is a dynamic, online contracting authentication system with user validation that makes license key and dongle-based control systems obsolete.

Optimiser, founded in 1996, is the creator of a unique, patented Web service for managing and billing digital product and content sales and purchases in real-time. The service provides metadata for accounting, to both vendors and buyers of digital assets so they can manage their sales and purchase investments. It uniquely combines Digital Rights Management (DRM), Digital Asset Management (DAM), Online Transaction Processing (OLTP) and Business Intelligence reporting for the modern digital business.

Assessed by BT Exact as having a "unique and original" approach, Optimiser is a 2006 Innovation Finalist in the Secrets of Australian IT Innovation Competition; an Innovation Finalist in the Western Australia Information Technology & Telecommunications Awards (WAITTA); a Top 25 Finalist in Austrade's 2001 Silicon Valley High-Tech Tour; a four-time showcase presenter at the ANZA Technology Showcase Conference in Palo Alto; and a Malaysian Multimedia Super Corridor MSC-status company.

This release can also be seen at
www.optimiser.com/news

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