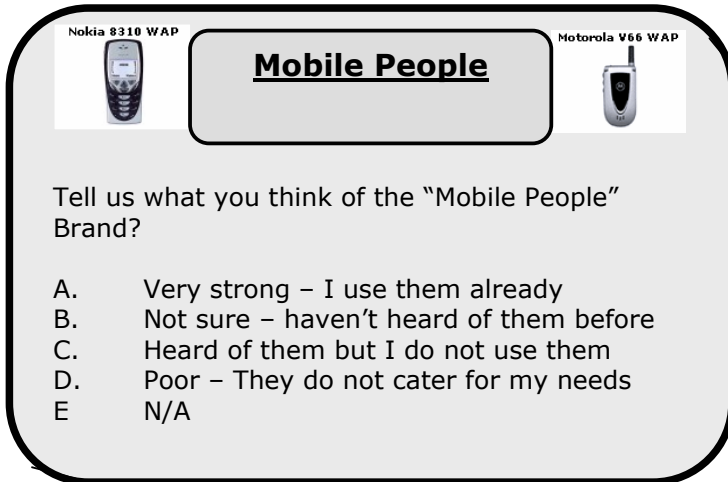


# Data Capture

Capturing useful information for marketing purposes can mean the difference between success and failure. Ordinarily gaining that information can be costly and/or time consuming.

As a solution to this problem, we have developed a system that allows you to gain a valuable insight into the users' needs, preferences and dislikes. Our data capture system is both time and cost effective.

## Example of 'Data Capture'

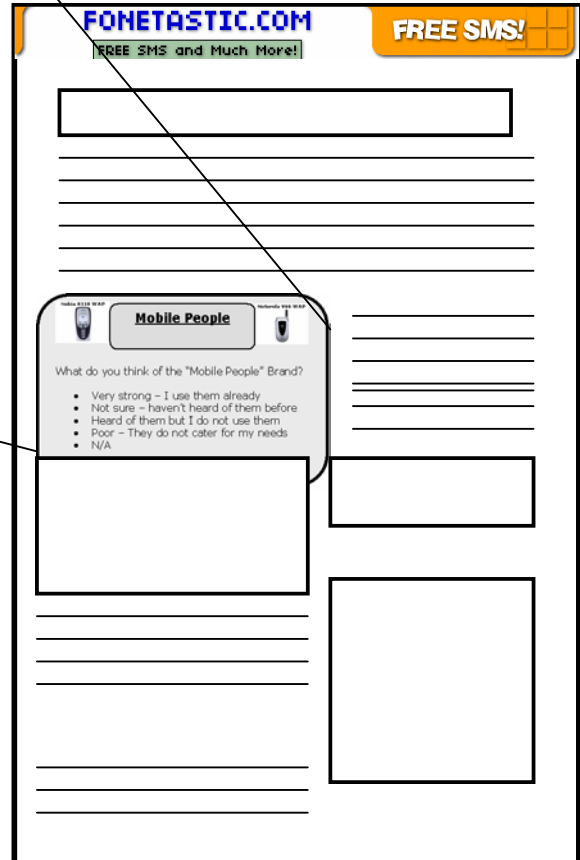


Nokia 8310 WAP Motorola V66 WAP

**Mobile People**

Tell us what you think of the "Mobile People" Brand?

A. Very strong – I use them already  
B. Not sure – haven't heard of them before  
C. Heard of them but I do not use them  
D. Poor – They do not cater for my needs  
E. N/A



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FREE SMS and Much More!

Mobile 8310 WAP Motorola V66 WAP

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- N/A

### Benefits to Advertiser:

- Cost effective marketing
- Rapid data capture method
- Building your brand awareness
- Build on market Knowledge
- Target specific markets
- Learn about perception of your brand
- Learn about Brand saturation/reach
- Market comparisons
- Immediate access to over 550,000 registered users
- Obtain tangible results in days

Utilising our Data Capture system will allow you to move your brand forward. If your not doing this already – why not?