

# Movius Interactive Corporation

## Press Release

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### MOVIUS EXPERT TO TALK VIRTUAL COMMUNICATIONS AT AFRICAN MOBILE MESSAGING AND VAS CONFERENCE

#### *Virtual services designed to boost revenues and expand overall market for telecommunication services in Africa*

JOHANNESBURG, South Africa and ATLANTA, Ga., U.S.A. - 20 July, 2010 - Movius Interactive Corporation Africa Sales Director Andy Minnaar is set to give industry professionals an insight into the enormous potential of virtual communications at next week's Mobile Messaging and VAS Forum Africa in Johannesburg (28 and 29 July).

Mr. Minnaar, a recognized telecoms figure in Africa, will take centre stage to discuss the future benefits of virtual subscriber services to mobile network operators looking to gain from improved revenues, increased customer counts and reduced churn levels.

“Virtual Communications are changing communications, at one end of the scale enabling those without phones to get on onto the network for the first time and also giving existing phone owners the capability to use multiple numbers on a single device,” said Mr. Minnaar.

“Africa is the world's fastest-growing mobile market and both these solutions give operators an opportunity to benefit from accessing new and potentially loyal customers in the region.”

Movius, one of the industry's leaders in value added communication services, already has widespread interest across Africa in its new Virtual Subscriber Service (VSS). VSS is designed to help the millions of aspiring people who do not have their own phone and are therefore deprived of the opportunity to become a part of the global telecommunications network. It provides individuals with their own personal number accessible by dialing a network short code from any phone, whether mobile or fixed, and giving them the ability to make calls and receive messages like any other subscriber.

Mr. Minnaar will be discussing how operators in Africa are deploying this service. With VSS operators, for the first time, have the chance to meet the needs of a whole new market of unconnected users.

In addition, Mr. Minnaar will be discussing the market for virtual second-line mobile services. With a virtual second-line, mobile subscribers can have more than one phone number on a single device without the need for multiple SIMs or special handsets. He will be presenting market data that shows the market demand for this service worldwide as well as present insight into Movius' solution, Side-Line<sup>SM</sup> Service.

“The technology behind virtual communications enables operators to profitably expand their market,” concluded Mr. Minnaar. “In any location or situation, mobile operators can provide the ideal solution demanded by their increasingly diverse subscribers.”

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**About Movius**

Movius Interactive Corporation is a leader in messaging, collaboration and mobile media solutions for service providers worldwide. Movius solutions enable carriers to increase ARPU, reduce churn and expand their market share via innovative value added applications. Movius gives people the power to enrich their lives through viable innovations that transform the way they interact with information, media and each other.

For more information, please visit [www.movius.co.za](http://www.movius.co.za)

**Virtual subscriber and second-line services whitepapers are also available.**

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