

Press Release

AMPLEFUTURE LAUNCHES MP3 PLAYER FOR MOBILE PHONES WITH BEEP SCIENCE OMA v2 DRM INTEGRATED

Pocket Player enables companies to create and brand their own mobile MP3 download services, which could make dedicated MP3 devices, a short-lived consumer gadget phenomenon

Pocket Player is provided with industry standard OMA Digital Rights Management capabilities for customers wanting to provide copyright protection in their offerings.

London, UK – April 14, 2005 – Amplefuture today announces the launch of Pocket Player, a business-to-business “off the shelf” technology solution which allows consumer brands with marketing muscle to launch their own branded MP3 music download services.

The solution is fully customizable to the requirements of the brand owner and comes complete with billing and digital rights management options. As a result, marketers can create their own bespoke service which is fully applicable to their brand with the knowledge that legal and billing support is in place and users can swap files between their PC and their Nokia mobile phones.

“Pocket Player has the potential to revolutionize the distribution of music and provide consumers with an easy way to download and listen to music on their mobile phones instead of separate MP3 devices,” stated Derek Byrne, CEO of Amplefuture.

The service allows for music to be shared virally between customers. It can also be set up with features such as ‘try before you buy’ and ‘tune rental.’

Using Pocket Player, consumers will be able to download tracks straight to their PC or mobile phone and pay for the service using the payment method of their choice including SMS, Premium Telephony, debit and credit cards. Exact pricing can be confirmed by each individual client to match their brand and service, but can currently be compared to existing PC download services.

Pocket Player works with the Symbian mobile phone operating systems which power all of the Nokia series 60 phones. More handsets will be compatible in the future.



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Amplefuture provides the solution as a managed service complete with billing, support and customer care. Pocket Player also features an option for the latest version of the Open Mobile Alliance (OMA) standards for Digital Rights Management (DRM), the OMA version 2.0 DRM technology which ensures the music is legally purchased and protected. The OMA version 2 Digital Rights Management standard is a widely backed industry standard, that provides opportunities to create a true content eco system between mobile phones, PC and other consumer electronics, including leading handset manufacturers and mobile network operators to ensure interoperability across handsets and networks. The OMA v2 DRM compliant software incorporated into Pocket Player is supplied by leading DRM specialists Beep Science of Norway, and is provided with both a client side and server side software product being integrated as part of the mp3 player offering with DRM capabilities.

ABOUT AMPLEFUTURE:

Amplefuture (AFL) has 10 years international experience providing Consumer Interactivity Solutions for leading brands and companies including AOL, MSN, BskyB and BMG. For further information go to www.amplefuture.com

Amplefuture Contact:

Robert Ellis
Chief Operating Officer
Tel: +44(020) 7309 6669
Email: robert.ellis@amplefuture.com

Press Contact:

Alice Hammond
DnA PR
Tel : 020 7851 8625
Email : alice@dna-pr.com

ABOUT BEEP SCIENCE:

Beep Science is a leading provider of client and server side Digital Rights Management (DRM) software solutions fully compliant with the Industry Standard from Open Mobile Alliance (OMA).

The Beep Science OMA v2 DRM client product for device manufacturers and media player vendors is a total solution that applies to the strict performance and robustness requirements while providing flexible business models and enhanced end-user experience. The Beep Science OMA DRM Server integrates with existing service delivery infrastructure and automates the content protection and license management for digital content providers. The company represents one of the largest specialist resource centres within the field of Mobile Digital Rights Management and has world-class brands as customers. Visit www.beepscience.com. Press contact: Ms. Sissel Henriette Larsen, Marketing Director, Beep Science. Tel: +47 932 88 888, sissel.henriette.larsen@beepscience.com

