

TIGAL launches Messagenie G1 for easy, fast and cost effective implementation of Mobile Marketing through SMS and MMS messaging.

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TIGAL launched today its first generation Messagenie product line. Messagenie G1 is designed to help enterprises of all sizes with limited budgets easily integrate SMS and MMS messaging to their Marketing and Communications Mix.

Vienna, Austria – February 2010 – Messagenie G1 is a compact, powerful and low cost solution for managing a large number of SMS and MMS Messages from a computer or network. It has been designed especially with enterprises with limited budgets in mind and provides a low cost solution for easy implementation of a variety of Mobile Marketing tools through SMS and MMS messaging.

Text messaging offers a reliable, efficient, fast, secure and economical means by which to communicate with key audiences, colleagues, customers and business partners in all industry sectors. Integrating Text Messaging (SMS) and Multimedia Messaging (MMS) into the overall Marketing Mix as an additional two way communication channel enhances interaction with all relevant stakeholders, thus improving customer experience, satisfaction and retention, and ultimately increasing sales.

Messagenie G1 enables users to send, receive and organize SMS and MMS messages using a commercial SIM card through an easy-to-use Flash interface. It can be directly plugged in to a computer or a laptop (or to a Local Area Network for multiple users) and is ready to run out-of-the-box. Default features include receiving and sending SMS messages, automatic Poll and Survey generation, phone book and contact management, user profiles, system configuration and basic Messagenie wall for projecting messages to a wall, screen or an external monitor. Default functionality can be easily expanded through an ever increasing number of off-the-shelf or custom plug-ins.

In comparison to most common web-based mobile messaging solutions, Messagenie offers the benefit of mobility, security and reliability by not requiring an internet connection. Through an ever increasing number of expansion plug-ins that include lifetime updates, Messagenie enables users to upgrade their services over time depending on their needs and creativity. Custom plug-ins for specific purposes will also be available upon request. Messagenie includes a quad band GSM modem and can be operated anywhere in the world. Applications of SMS/MMS messaging are virtually unlimited and as a solution Messagenie is ideal for Radio Stations, TV Stations, Event Organizers, Bars and Clubs, Schools and Communities and Retailers, to mention a few.

“Due to speed flexibility and convenience SMS/MMS Messaging is still gaining ground as an increasingly preferred mobile marketing and communications channel by companies, customers and consumers alike. We have gained a lot of interest for the solution from many Radio Stations and are in cooperation discussions with a number of notable Mobile Operators, Advertising Agencies and Event Organizers in Austria. We are very pleased to be able to offer the market a flexible and low-cost solution to enable more companies and organizations take advantage of what SMS/MMS Mobile Marketing has to offer.” – Tiziano Galizia, Managing Director, Tigal

Messagenie includes an integrated quad band GSM modem and comes with a 2GB internal MMC/SD card for storing up to 4 million SMS or 40,000 MMS messages. It also includes two USB ports to store messages on an external USB memory stick or a USB Hard Drive and comes in a compact package with dimensions of 11 cm x 10.5 cm x 4.5 cm. Messagenie is available for purchase at www.messagenie.eu or www.tigal.com with a starting price of €799.00 for the basic setup. Expansion plug-ins are available and include lifetime upgrades once purchased.

About TIGAL

TIGAL is a fast growing international distributor and manufacturer of highly innovative technological products. TIGAL's product line includes embedded Linux/Windows CE devices, M2M solutions, wireless devices, CAE/CAD, development systems and compilers, professional programmers, measurement tools, LCD and OLED displays and display modules with and

without touch screen functionality, and speech recognition development tools and systems.

About Messagenie

Messagenie is a TIGAL product and brand developed together with its international partners and takes advantage of the long expertise of Acme Systems in developing similar systems. Messagenie includes a full-feature flash-based user interface ready-to-run out of the box. Messagenie can send and receive SMS and MMS messages and its functionality is expandable through a host of existing and upcoming Plug-ins.

For more information about Messagenie or TIGAL, please visit www.messagenie.eu , www.tigal.com or contact:

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