

AIS Media Announces New Itelemal® Microchip that Tracks and Reports Postal Mail Delivery

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Press release from: [Strategic Vision, LLC](#)

Agency: **Strategic Vision**

Atlanta, GA/April 1, 2008 – AIS Media (aismedia.com), an Interactive marketing and web services company, announced today it has filed for patent rights to its new prototype Itelemal® Microchip that reports real-time statistics of delivery, open and response rates of U.S. Postal Mail.

Working at the AIS Media Technology Research & Innovation Center, a team of company engineers recorded the breakthrough on Monday, March 17th 2008 at 8:45 AM when they confirmed receipt of a transmission from an Itelemal® Chip enclosed in a First Class envelope and mailed five days earlier from Atlanta, Georgia U.S.A. to an undisclosed address in Whales, U.K. The “delta01-01” transmission confirmed that the envelope was delivered, opened and that the recipient interacted with the contents.

The Itelemal ® Chip works by transmitting signals via a Q1 low level frequency over WiMAX (Worldwide Interoperability for Microwave Access) to a secure server at one of AIS Media’s Atlanta data center. The degree of accuracy using the Itelemal® Microchip has been scientifically deduced at 97% accurate.

“This is a landmark moment and an incredible advancement in technology for direct mail marketers world- wide,” said Thomas Harpointner, CEO of AIS Media. “Direct mail marketers have been tormented by postal mail’s inability to report whether or not their marketing pieces were opened or tossed into the trash. The rise of email marketing systems, such as Excerpto® Mail (www.ExcerptoMail.com), which provides detailed delivery, open rate and response statistics (all at about a penny per email sent), has put direct mail at a major disadvantage. Our new Itelemal® chip will help level the playing field between email and postal mail in terms of reporting capabilities”, said Harpointner.

With another increase in U.S. postal rates scheduled this May, the development of the Itelemal® Chip is very timely, providing direct mail marketers the vital data they need to significantly improve the results of their direct mail campaigns. With this new technology, marketers will not only know with pinpoint accuracy if their direct mail piece has reached its destination, but also if the contents were viewed.

AIS Media admits that the technology is at an early stage and that there are still challenges that need to be solved, especially when mail is delivered to remote areas or foreign countries where WiMAX technology does not exist. The Itelemal® Chip’s current cost about \$1,700 each, may also be cost-prohibitive for some marketers. AIS Media hopes to significantly reduce the cost of the Itelemal® Chip as it expects to begin mass production by May/June 2008, pending receipt of a really big Series A funding round.

Harpointner will be giving a live demonstration of the technology for the press at 9:00 A.M., Monday, April 20, 2008 at the AIS Media Technology Research & Innovation Center located at the intersection of Harris & Baker Street, NW, Atlanta GA 30303. A second demonstration, which will be given to the general public, at 1:00 P.M. AIS Media is seeking businesses that are interested in participating in a free 60 day trial of Itelemal® powered direct mail marketing.

Parties interested in attending the event should R.S.V.P at: info@itelemal.net. For more exciting information about the Itelemal® Chip, or to participate in a free 60-day trial, please visit: www.itelemal.net

Founded in 1997, AIS Media is an award-winning Interactive Marketing and Web Service Company and the developer of the Excerpto® Mail and Excerpto® Storefront email marketing and e-commerce applications, respectively. AIS Media’s comprehensive suite of professional Internet services includes professional web site development, search engine optimization, credit card processing, and Internet consulting. AIS Media’s solutions are available directly and through its global network of

certified partners. For more information, visit: www.aismedia.com.

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