"Mobile ADS, just one click away, now with MobiTMS"

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Press Release Summary = **Advertisers looking to deliver Internet ad campaigns directly in the users pocket can now use the "TMS ADCodes" service from MobiTMS a Internet Mobile Services provider.**

Press Release Body = **MobiTMS LTD**

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Advertisers looking to deliver Internet ad campaigns directly in the users pocket can now use the **"TMS ADCodes"** service from **MobiTMS a Internet Mobile Services provider**.

MobiTMS offer an approach to mobile advertising as a business decision not anymore a technical challenge for ad agencies (for the development) and consumers (for the access).

After the successful launching in Asia of a NIKE/Ogilvy campaign which offered Mobile Ads videos of NBA stars (Lebron James, Kidd, Pierce, Stoudemire), **MobiTMS** (www.mobitms.com) the provider of **"TMS"** a suite of **Mobile Internet Services** announced the worldwide launching of its **Mobile Advertising service "TMS ADCodes"** which

will make ad campaigns accessible to more than 500 million mobile phones, including 450 phone models operating on more than 350 wireless networks worldwide. This platform enables AD Agencies to get mobile sites, include videos, transfer RSS Feeds & well-known digital tools contents (**TMS** offers an automatic mobile version of blogs, Flickr albums, Twitter feed, Shozu feed…), develop mobile polls, create the linked TMS 2D barcode and follow the campaign statistics in real time on-line.

The service opens a way to launch mobile Internet campaigns over GPRS, 3G or WIFI networks and offers a user friendly access with just one mobile scan on a TMS barcode incorporated on print ads or on a web site.

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About   MobiTMS
MobiTMS (http://mobitms.com) is the provider of the wireless **"TMS" suite of Internet Mobile Services** - a **"SMS 2.0" company** - which allows consumers to Access, Surf and/or Buy contents or products with mobile phones in 1 sequence. **TMS is "SIM card OPEN"** and can be used everywhere in the world. The TMS Platform associates a new generation of tools: an international standard 2D barcode platform (which can generate QR, EZ, Datamatrix codes), a mobile contents management platform (Mobile reader of RSS feeds and web blogs), a Mobile Payment solution (with real time mobile billing, Telco independent) and a Payback program (which allows a user to win money for his TMS wallet after he has watched mobile Ads). **MobiTMS offers the TMS services: "TMS Factory" and "TMS Mobile Payworld"** to the Mobile Internet user community via its Web & Wap Portal **"TMS Republic**" (www.tmsrepublic.com). And the **TMS solution** (TMS ADCodes & TMS MediaCodes) to worldwide partners from Advertising & Media linked to I.C.E (Information, Communication, Entertainment) businesses

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