



## Mobile – the mega medium? – A MINDS Symposium Berlin, June 3rd 2005

### Fact sheet: News Alert Pro

★ **What is the „News Alert Pro“?**

Provides professional users that need time-critical news with that information anytime / anywhere in a timely manner

★ **Target Group:**

executives in companies, organizations, associations, parties and other institutions

★ **Business Model:**

The service itself is provided by news agencies or other content providers, b2b subscription model

★ **Technologies:**

e-Mail push-service, Web application, multi-channel access ranging from desktop PC over Blackberry and PDAs to different types of mobile phones

★ **Commercial Status:**

Production like deployment in Q III/IV 2004

★ **Implementation by:**

dpa-infocom, arvato Systems

★ **User Feedback:**

Good marks for performance and content quality, relevance of service for executives approved

★ **Marketing Issues:**

Focused end user target group with very high willingness to pay

★ **Innovation:**

Personalised, real-time business-relevant information, mobile information helps to gain competitive advantages

