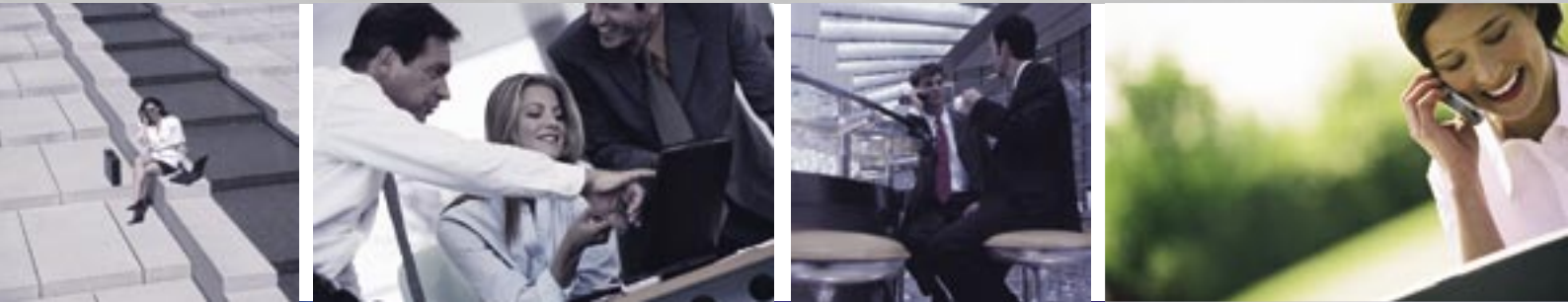




INTERACTIVE & IMMEDIATE



THE CoreTalk COMMUNICATIONS PLATFORM

CoreTalk is an innovative and unique wireless communication platform for all businesses and individuals. It consists of a suite of powerful applications, which can be tailored to the specifics of any business or industry.

CoreTalk allows you to incorporate the many mobile phones used by your customers and staff into your business processes and transfer a portion of your communication to SMS, the cheapest direct communication mechanism available today.

In addition it can automate parts of your communication process by allowing information to be pulled or pushed out of your systems, using rules or triggers.

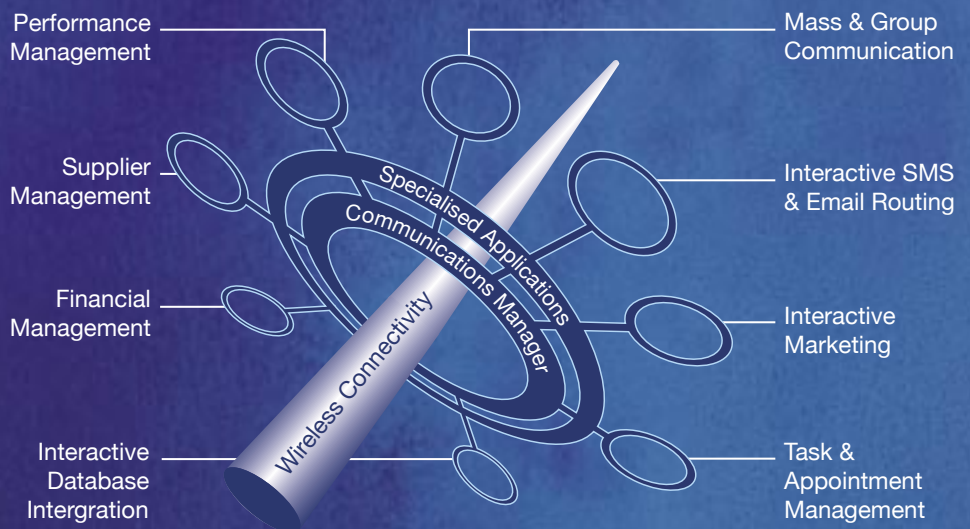
It is fully networkable and includes sophisticated integration and import tools to link to your current applications and databases.

CoreTalk PROVIDES THE FOLLOWING WIDE-RANGING BENEFITS:

- Direct immediate communication
- Mobile wireless connectivity on the GSM network throughout Australia.
- More efficient communication process.
- Better quality communication process.
- Lower cost of communication.
- Better managed communication process.
- Improved service levels.
- Improved customer acquisition and retention.
- Improved business control and operations.

This solution consists of an Interactive Communications Manager, Specialised Communication Applications and a Wireless Connectivity Platform:

- **The Interactive Communications Manager** controls both inbound and outbound communication. It facilitates the incorporation of SMS into the business process and keeps a record of the communications process.
- **The Specialised Communication Applications** are 8 key functional areas designed for the specific communication requirements of a particular area of the business. These applications contain many sophisticated rules and triggers to allow key information to service a wide spectrum of business needs.
- **The Wireless Connectivity Platform** provides email, internet and SMS connectivity throughout the GSM network in Australia, direct from a laptop or desktop, through the GPRS network. This is done through a modem that connects to a computers' USB port. It also provides the ability to receive and respond to emails via a mobile phone so you are always in touch with your business.



THE SPECIALISED COMMUNICATION APPLICATIONS ARE:

- **Performance Management:** Provides the ability to create customisable reports that can be used to measure performance across business activities. These are sent and actioned real time.
- **Supplier Management:** Provides an efficient and direct mechanism to interact with suppliers including placing an order, tracking service level and managing complaints.
- **Financial Management:** Provides immediate, daily cash-up information to the various stakeholders and can be scrutinized in a flexible report format.
- **Mass and Group Communications:** Provides the ability to manage groups and send bulk SMS to groups.
- **Interactive SMS and email Routing:** Maintains immediate and direct communication, by forwarding pertinent information to your mobile phone. The system boasts the ability to reply to email or SMS from your mobile phone.
- **Interactive Marketing:** Provides the ability to set-up interactive marketing messages to clients and competition lines, thereby creating a powerful customer database.
- **Task and Appointment Management:** Provides the ability to send reminders based on tasks and appointments set up in CoreTalk or Outlook.
- **Interactive Database Integration:** Provides powerful integration tools to link into companies current applications and disseminate important communication requirements that keep people up to date with critical issues.

CoreTalk Australia

tel: +61 (0)2 9279 0310
fax: +61 (0)2 9279 0391
sms: +61 (0)400 995 212

Level 9, 301 George Street
Sydney, NSW, 2000, Australia
email: info@coretalk.com.au
www.coretalk.com.au

CoreTalk NZ Limited

tel: +64 (0) 800 TLK TXT (0800 855 898)
fax: +64 (0) 9 521 0722
sms: +64 (0) 21 TLK TXT

PO Box 74 021
Market Road, Auckland, New Zealand
email: info@coretalk.co.nz
www.coretalk.co.nz