## mBlox Launches New Strategy and Digital Identity to Power Mobile Commerce

**London, 05 October 2011** - mBlox today announces its new vision and corporate identity, reflecting its overarching business mission to drive mobile consumer engagement. At the heart of mBlox is its software platform allowing enterprises and mBlox solution partners to simply connect to, interact and transact with consumers across all mobile devices anywhere in the world.

Together with mBlox and its solution partners, enterprises can close the loop on customer experience management. After enabling the delivery of promotional collateral, mBlox's technology, with opt-in consent, provides marketers with real-time contextual and transactional data – such as where the consumer is, how much battery life the mobile device has and whether it is in range of a good WIFI signal. These capabilities, resilient and secure, work across a wide range of verticals, including retail, financial services, transport and healthcare, as well as offering rich campaign tools for agencies serving all segments.

The release of the new enabling services alongside the company's established, worldwide message and mobile payments business, cements mBlox's status as one of the largest players in the global mobile commerce market.  To mark the occasion, mBlox has created a fresh online destination and public interface. Launched this week, the website can be found at [www.mblox.com](http://www.mblox.com).

 "By helping ensure intelligent engagement with mobile consumers, we offer enterprises and our solution partners the opportunity to capitalise on the spectacular growth in mobile commerce," said Andrew Dark, CEO, mBlox. "Awareness comes first, and the new website and new mBlox proposition are the initial steps in communicating the company's direction and ambitions."

mBlox is a mobile  interaction and payment specialist, powering mobile commerce by enabling enterprises and solution partners  to securely send content and support consumer transactions over digital, mobile devices.  It also empowers those same organisations to deliver closed loop mobile marketing through personalised consumer interaction, real-time campaign analysis and secure payments. mBlox offers  enterprises and solution partners global reach via a network of more than 700 operators in over 180 countries, covering over 90% of the world's population.

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