



NEW TECHNOLOGY

# US finally gets the message

By JOSH ROBERTSON

**F**ORGET that the US may be in recession. Advertisers are anxious to stand out, Silicon Valley venture capital is hot for it and Brisbane entrepreneur Tammy Halter is poised to ride the wave of the mobile revolution, US-style.

In a country where text messaging swept in only a year ago, Ms Halter has her first wave of clients willing to embrace mobile phone marketing.

Her company Broadcaster Media, whose software enables businesses to create website content and downloads for access by mobiles, ran its first campaign with soccer team Detroit Ignition last month.

The company is now talking to NASCAR, the National Hockey League, NFL teams, publisher McGraw-Hill and marketing giant WPP.

"There's just a whole lot of interest in this space and we've been fortunate to have the right contacts to be able to get in the door and actually start talking to the right people," Ms Halter says.

Broadcaster has four new staff in the US along with four in Australia — including new US chief executive Michael Loftus, a veteran of six venture capital start-ups.

Ms Halter said Broadcaster takes to the US market its cutting edge intellectual property created in military/aerospace applications by her first company, Absolute Data.

"One of our core differentia-

## New system gets to work

RECRUITER Raewyn Bailey believes people looking for a new job should not be chained to their computers.

With the help of Broadcaster, she has launched "world-first" job-seeker mobile recruitment technology.

Like a 21st-century carrier pigeon, RB Recruiting delivers targeted listings of job vacancies in chosen

industries direct to a seeker's mobile phone.

"There's a growing number of people who are moving away from land-based telephone lines and their only means of contact is a mobile phone," Ms Bailey says.

The job listings, delivered via the 3G mobile infrastructure, contain more than 2000 words, logos and images.

tors is the software; we class it as the Photoshop or the Macromedia of mobile website building," Ms Halter, a former software writer with Adobe, said.

Companies build content on pre-formed menus they can shape, rename and fill with images, text, sound or video.

The result is a website consumers can browse on their phones, or applications they can download and update.

A company can deliver news, promotions, event details, product catalogues and special offer coupons to clients by text.

Broadcaster did a curious but successful campaign for Hertz in Australia last Christmas with ringtone carols sung off-key by Aussie blokes and wallpapers with hotted-up cars.

"We had people texting from the UK, South Africa, it was just really huge and extremely viral," Ms Halter says.

Phone makers like Nokia are now enlisting by following BlackBerry and iPhone to develop smarter, more graphical phones, she says.

"They're now saying the average smart phone has the ability to process and store as much data as an average PC three years ago, so that tells you where it's going."

Broadcaster's other Australian clients have included the Toyota Motor Show and publicity firm Mojo.

While ADG earns \$2 million a year in revenue from on-going defence contracts, the cost of more R&D with Broadcaster, plus the trademark, patent and set-up costs in the US will hit \$600,000 by June.

"So there's a lot of revenue to be generated to be profitable, which we're hoping we get close to by the end of the year," Ms Halter said.



**Daily Telegraph**  
Monday 28/4/2008  
Page: 71  
Section: Business Owner  
Region: Sydney Circulation: 392,000  
Type: Capital City Daily  
Size: 364.80 sq.cms.  
Published: MTWTFSS-

Brief: HMG\_ADG  
Page 2 of 2



Big talk breakthrough . . . Broadcaster Media's Tammy Halter