



Mnet Group Limited  
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PRESS RELEASE  
For immediate release

## **Mnet Group partners with SMG Red to deliver KIA Optima Augmented Reality Experience**

Sydney Australia, January 25, 2010 – Mnet Group (ASX: MNZ) announces the successful launch of a first time Australian market augmented reality experience via mobile, triggered by broadcast television, online and print media advertising.

This technical innovation was delivered as part of Mnet Group client SMG RED's advertising relationship with KIA and their sponsorship of The Australian Open with broadcast partner Channel Seven.

Mnet Group Chief Sales and Marketing Officer, Paul Paoliello said, "we are pleased to be a part of revolutionising advertising with our partner SMG Red, via this advanced and innovative technology on mobile."

Paoliello also said, "The application has been developed for both iPhone and Android smartphones, which uses augmented reality technology to bring a 3D animation of the KIA Optima from the television screen onto the mobile phone, enabling consumers to experience the car's features in an engaging and interactive manner."

The application is triggered by pointing a phone's camera to the KIA logo on screen, allowing users to interactively select and compare the car's available colours, view specifications and turn the lights on and off.

The augmented reality application extends across Channel Seven's Australian Open broadcast coverage, Yahoo!7's online portal and New Idea Magazine. The animation will continue to play once the phone has been moved away from the KIA logo, giving users time to fully experience the features.

Josh Martin, Integrated Sales Manager at SMG RED said, "Thanks to Mnet Group's broad capability in the mobile solutions space, we're excited to be delivering unique and innovative technology and see this as an excellent opportunity for advertisers to reach their audience through new and creative media and platforms using SMG RED".

"At KIA we are continually looking to develop innovative ways to connect and engage with people. It's fantastic that we were able to launch this project to coincide with the Australian Open and hope that people get excited about the ever growing options available to them to engage with brands," said Gerrit Walters, Brand and Advertising Manager, KIA Motors Australia.

## **ENDS**

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## **About Mnet Group Limited**

Mnet is Australia's leading full service mobile solutions company. From Mobile Web through to iPhone, iPad and Android applications, Mnet provides the technology and expertise to enable our clients to sell and market their products and services via mobile devices. Our commitment to superior customer service coupled with our strong foundation of proprietary technology and superior mobile content retailing, makes Mnet the mobile partner of choice for many of the world's leading telecommunications carriers, media companies and enterprises. Offices are located in Sydney, Brisbane and Adelaide, with 60+ staff stationed across the Group offices.

## **About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://yahoo7.com.au)) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven Network Limited (ASX: SEV) and Yahoo! Inc. (Nasdaq: YHOO), Yahoo!7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.