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MPP Power First TV Shopping Channel to Offer Mobile WAP Shopping



MPP has been chosen to work with the world-leading TV shopping retailer Thane Direct, the first ever shopping channel to offer WAP purchasing. Using MPP's iShop Mobile product, Thane Direct 'seize the moment' when viewers first see a product on screen. Consumers use their mobile phone as an additional way of buying products by directly interacting with Thane Direct using text. The viewer texts the keyword SHOP to the mobile shortcode 82540 to initiate the transaction process.

Completing the transaction couldn't be easier. Payment is made using credit and debit cards, which are stored using MPP's eWallet technology. If users are buying a product for the first time, a WAP page is automatically loaded onto their mobile phone and, like a mini-web page, enables users to securely add credit card information in order to activate their eWallet and carry out their first transaction.

Subsequent purchases are made by simply entering their eWallet PIN, a feature of MPP's eWallet service. With the eWallet Thane Direct remove the barriers and risks of the consumer abandoning the shopping basket by making repeat purchases quick and easy.

MPP's Managing Director Paul Johnson said: " The idea of using the mobile phone to make secure purchases over WAP is a logical progression for Mobile Commerce and represents just part of the massive growth that we are seeing in this marketplace. We are delighted that Thane Direct have chosen to work with MPP as we see the TV Shopping market as being an industry that goes hand-in-hand with the technology. "

The initial testing will commence at the end of July, on Sky Channels 651 and 654, as well as NTL Cable Channels 907 and 923. The project will list the monthly best sellers on the MPP-built, Thane-

branded WAP site, enabling viewers to buy the products securely over WAP.

Richard Whinfrey Thane Direct's Managing Director said: "We are delighted to be the first TV Shopping Channel to offer WAP purchasing to our viewers. Once MPP had demonstrated how easy and secure it was to make transactions we were extremely keen to adopt the technology as we see Mobile Commerce as having a huge part to play in our future sales projections."

About MPP

<http://www.mppglobal.com>

MPP Global Solutions was established in March 2000 to provide clients with shopping and payment services, which use its e-Wallet, payment, product, micropayment and mobile technology platform. MPP is the first company to launch an integrated shopping basket solution, which enables consumers to purchase physical, digital, subscriptions and mobile products from a common shopping basket and single transaction.

MPP work with over 50 of the biggest names in UK sport, music, media and entertainment including content providers, rights holders, media organisations, publishers, sporting governing bodies and Premiership Football Clubs.

About Thane Direct UK

Thane Direct UK is the British arm of Thane Direct International. It operates two 24-hour shopping channels – Thane Direct and Stop & Shop – on the Sky Digital platforms 651 and 654 and on the NTL cable systems 907 and 923. Each channel reaches more than eight million UK homes. Thane has created highly successful brands in such diverse product categories as kitchen/housewares, health & beauty, fitness, weight loss, entertainment and self-improvement.

Thane Direct UK is a founder member of the British Television Shopping Association and a member of the National Newspaper, Mail Order Protection Scheme.