

Optus uses Adamind media adaptation software

Published: Thursday 8 December 2005 | 10:16 PM CET

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Emblaze Ltd ("Emblaze or "the Group") (LSE:BLZ) announces that its Group company, Adamind Ltd ("Adamind" or "the Company") (LSE:ADA), a leading global supplier of media adaptation software in the Mobile Messaging (MMS), Content and Convergence Services markets, together with LogicaCMG and Optus, a multi-million dollar contract for the deployment of a world-first end-to-end content management solution.

Optus, a leading telecommunications operator in Australia, has deployed a state-of-the-art content management solution that includes search, digital rights management (DRM) and transcoding.

LogicaCMG has been appointed the prime contractor of this new solution, delivering solution design, project management, software implementation, systems integration, migration, and ongoing support for a consortium of global partners.

Adamind's MediaSpire software which sits at the heart of LogicaCMG's MMSC will be adapting all content to be delivered to any handset within Australia.

Allen Lew, Managing Director Optus Consumer said, "With the launch of 3G this year, we see content as strategically important to our mobile business. The solution LogicaCMG has designed will allow us to launch some very exciting services."

LogicaCMG's extensive industry expertise made it an ideal supplier for Optus. Its systems deliver two out of every three text messages and its messaging and billing solutions are deployed by 300 of the world's top operators in over 130 countries.

LogicaCMG's end-to-end service works with clients to design robust business models and service infrastructures, harnessing global experience as a leading systems integrator. LogicaCMG's innovations have been helping to make and shape the global telecoms market for more than 30 years. Having deployed the world's first and only fully integrated 3G IP-based messaging solution and migrated more than 50 operators to an IP-based messaging environment, LogicaCMG's expertise enables operators to assure innovation in Next Generation telecoms.

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