

PRESS RELEASE

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GoPinocchio delivers the platform for Roskilde Festival's 'GoRF'

Again this year the world's largest music festival offers mobile services for its more than 100,000 participants through SMS and WAP based on technology from Danish GoPinocchio

Receive a message 20 minutes before Robbie Williams goes on stage, if you have asked for it, check the latest news on your own WAP menu or send an SMS to all your tent friends at once free of charge. 'GoRF' is the abbreviation for 'Go Roskilde Festival' and the name of the mobile services that keep festival participants updated before and during the Roskilde Festival and furthermore offers the possibility to tailor a personal music program. GoRF is recognised by the mobile phone look-a-like frog on the Roskilde Festival home page that thousands of festival participants have clicked on to create their own GoRF profile.

"The festival participant gets a better experience when he e.g. can subscribe to free SMS news, receive messages before his preferred concerts start and have the possibility to send free SMS's from his personalised WAP menu", says Anders Rosenbeck, CEO of GoPinocchio, partly owned by the venture capital company Olicom. "Our 'GoCampaign' product handles the content Roskilde Festival and its partners and sponsors want to distribute through supported mobile channels and furthermore delivers the content for the web-site where the customer subscribes and maintains his profile".

The GoCampaign platform GoRF is build on is integrated with another GoPinocchio product; 'GoSMS Server' that offers reliable and scalable handling of two-way SMS traffic for organisations and companies. The GoSMS Server can send large amounts of SMS's to multiple recipients, but the server also handles inbound SMS's that for the festival participant e.g. can be used to pull information about the latest program changes or to participate in a mobile quiz to win prizes.

The GoCampaign and the GoSMS Server are two of five products GoPinocchio now offers to companies that through mobile channels like SMS, WAP, PocketPC and Bluetooth improve the customer experience or gives the employee a tool to better service the customer. "Mobile CRM solutions are the common denominator for this kind of business applications that companies choose to implement as 'anywhere, anytime, anyone' services will become a customer demand", says Anders Rosenbeck.

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