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London, England –

## Charge Me unveils two new mobile phone kiosks at 3GSM

**Get ready to recharge your mobile phone on the Charge Me stand in Hall 2, Stand E5  
3GSM World Congress in Cannes, France from 17-21<sup>st</sup> February 2003**

London-based independent mobile phone kiosk manufacturer, **Nearplay Systems**, today announced the launch of two more **Charge Me** branded mobile phone recharge kiosks at the **3GSM World Congress**, the world's biggest exhibition for mobile communications. In addition to exhibiting the **Charge Me CM1**, UK's first freestanding mobile phone recharge kiosk for mobile phones and PDAs, Nearplay will introduce two new kiosk models.

The first is the '**Charge Me CM2**': a wall mounted mobile phone recharge kiosk that is suitable for placement in locations where space is restricted such as bars, pubs, small shops and restaurants. The CM2 will feature six charging bays (half the number of the original **Charge Me CM1** freestanding kiosk unit) and will support popular phone makes including **Nokia**, **Sony Ericsson**, **Siemens** and **Motorola**. Other configurations are also in the pipeline.

The Charge Me CM2 is particularly suitable for places that offer food, beverages, and display products when strategically positioned in consumer catchment areas.

"The CM2 wallmount mobile phone recharge kiosk is a perfect addition to any store or restaurant," says Dr. **Janko Mrcic-Flogel**, **Charge Me's Director of Business Development**. "Offering recharge services will not only increase customer experience, but it will have a definite impact on customer traffic. Every corner shop should have one."

The second new kiosk to be introduced at 3GSM will be the **Charge Me 'MK1: Mobile Content & Services Kiosk System'**.

"The MK1 Mobile Content & Services Kiosk System compliments our mobile kiosk product range," adds **Mrcic-Flogel**, "by enabling us to provide a full range of personalised services, ranging from power charging, airtime top-up, to more value added services including the downloading of ringtones, logos, images, music and applications directly to the phone."

As with the CM1 and CM2, the MK1 will accept coins as well as notes and credit cards. Nearplay believe the varied payment options will enable across the board usage from teenage consumers who don't own their own credit cards, to business executives in need of some entertainment.

"The strategy behind the MK1 is to make mobile phone services instantly accessible to everyone without learning how to configure their mobile phone and without having to go online," says Dr. **Michael Tusch**, **Charge Me's Director of Technology**.

The MK1 has the ability to send mobile content, not only over SMS, but also using infrared light directly from the kiosk to the user's phone. Continues **Tusch**, "We see proximity download

techniques such as infrared and Bluetooth as new, effective and highly exciting channels for content distribution.”

The MK1 is an ideal platform for instore deployment for all mobile phone operators and service providers. “We have plans to send live images of mobile phone users via MMS as the kiosk is fitted with a high resolution camera system, “says Tusch.

Future plans include a memory card writer system that will allow mobile phone users who own phones with memory cards to add software and alter value added objects to their phone’s memory system.

**Charge Me** will be exhibiting the CM1, CM2 and MK1 Mobile Content & Services Kiosk System at **3GSM World Congress in Cannes, France from 18-21 February 2003, Hall 2, Stand E5** (<http://www.3gsmworldcongress.com>). A Charge Me CM1 will also be installed in the press centre, enabling journalists and reporters to keep their mobile phones full charged throughout the show.

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**About Charge Me and Nearplay Systems**

Charge Me is the first recharge kiosk for mobile phones and PDAs to revolutionise the mobile phones industry. Charge me is owned by London-based independent mobile phone kiosk manufacturer, Nearplay Systems (<http://www.charge-me.co.uk>). The Charge Me CM1 was originally launched 21-23 October at TMA2002 in Brighton, England to critical media and mobile industry acclaim. The CM1 recharge point was the UK’s first self-standing kiosk that allowed mobile phone and PDA users the opportunity to recharge their batteries in public locations, from airports, restaurants to train stations. The kiosk permits users to talk whilst charging their devices.

Since the October soft launch at TMA2002, Charge Me is in the final stages of piloting the service at various public locations in the Greater London area. An official announcement detailing the locations will be announced early March 2003. Developed and manufactured in the UK, the CM1 recharge points have been fully designed to stand in an open area due to its circular design. The original CM1 allows for up to 12 people to charge their mobiles and PDAs simultaneously. The launch model can charge Nokia, Sony, Ericsson, Motorola, Siemens, Samsung and Palm devices.

Nearplay are set to launch two new Charge Me mobile phone kiosks at 3GSM World Congress in Cannes, France, from 17-21 February 2003; the Charge Me CM2 Wallmount and the MK1 Mobile Content & Services Kiosk System.