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London, England –

Charge Me

the UK's first recharge kiosk for mobile phones and PDAs set to revolutionise the mobile phones industry

London-based independent mobile phone kiosk manufacturer, **Nearplay Systems**, today announced the launch of **Charge Me** (www.charge-me.co.uk), the UK's first re-charge kiosk service for mobile phones and PDAs. This revolutionary concept comes at a time when 45 million mobile phones are regarded as the latest 'must-have' fashion accessory in Britain.

With mobile phones always dependent on batteries for power, the re-charge kiosk concept complements the fast moving lifestyle of today's mobile phone user. The service is a brilliantly simple solution for millions of Britons whose mobiles constantly run low on battery power.

The **Charge Me** re-charge point is UK's first self-standing kiosk to allow mobile phone and PDA users to re-charge their batteries in public locations. It also allows users to talk while they are charging their devices. **Charge Me** will be officially soft launched at Britain's leading telecommunications event, the **TMA2002 Convention**, in Brighton from **21-23 October** (www.tma2002.com), where the Charge Me kiosks will be on show for the first time.

"**Charge Me** offers significant commercial opportunities for mobile operators, service providers and retailers," says Dr. **Janko Mrcic-Flogel**, Charge Me's Director of Business Development. "However, the person to benefit most will be the mobile phone user. How often have you been in the middle of an important call, only to be suddenly cut off because your battery went dead? What happens if you are constantly on the move, and you cannot find a power-socket anywhere to plug in your charger? Who actually carries around their charger when they leave their home or office? It's commonplace mobile phone scenarios like this, that make the Charge Me re-charge point such an obvious communications solution."

Charge Me will run a pilot service at various public locations in the Greater London area starting from November. Venues will include **Victoria** and **Waterloo** stations and **London Heathrow Airport**. **Dr. Michael Tusch**, Charge Me's Director of Technology, adds, "We appreciate that the majority of mobile phone users are always on the move, so it makes good sense to pilot Charge Me re-charge points in public places with people may have a few minutes to spare. We believe that the kiosks will prove very popular at a variety of locations including railway stations, airports, motorway services and shopping centres. Charge Me is what the busy mobile phone user has been waiting for."

With its elegant design and stainless steel construction, the Charge Me kiosk includes 12 charging bays to accommodate different mobile phones and PDAs. Fully developed and manufactured in the UK, the re-charge points have been designed to stand in an open area thanks to their circular design. The kiosk allows for up to 12 people to charge their mobiles and PDAs simultaneously. Nokia, Ericsson, Motorola, Siemens, Sony, Samsung and even Palm devices can be charged by the launch model.



Charge Me will initially provide two re-charge point models:

- **Public Coin-Operated Model:**

A coin-operated model requiring users to insert required coinage prior to charging. The charging times usually range from 5 to 10 minutes: 5 minutes 50p, 10 minutes for £1. There are even plans for the kiosks to take Euros in the rest of Europe.

- **Corporate Model:**

This model provides the service free of charge to mobile users. Corporate models will be available in hotels, shops and restaurants. The user will be able to connect their mobile phone or PDA into the relevant bay and charging will begin.

The main advantages for the mobile phone user include:

- The ability to fast charge mobiles in up to 10 minute periods;
- Being able to make a call when your battery runs out of power;
- Being able to receive calls while charging;
- The ability to find a telephone number stored in your mobile phone or PDA when your device is out of power;
- Cuts out the hassle of carrying around chargers and leads while on the move.

Some of the main advantages for Location Providers include:

- Creates additional revenue for the location provider;
- Develops a closer relationship with customers by offering them a new service;
- Only requires a single power-socket for the kiosk to work – no telephone lines;
- The Charge Me kiosk will be applicable to most mobile phone and PDA users, and in doing so, will attract a very wide target audience to the location;
- Charge Me is set become a permanent fixture in the daily lives of mobile phone users, and will generate awareness for nearby products and services.

If you would like to attend the Charge Me press conference at TMA2002, please contact Cat Hollis at Peter Noble PR on Tel. (020) 7794 2302 or email her at cat@noblepr.co.uk. The Charge Me press briefing will take place at the Press Briefing/Presentation Room TMA2002 on Monday 21st October at 11.30am. TMA2002 - The Hilton Brighton Metropole Hotel, King's Road, Brighton, East Sussex, BN1 2FU (Tel. 020 7395 0293).

Charge Me will be situated on Stand MOB #1 at TMA2002 from 21-23 October 2002. To register for TMA2002 Convention please go directly to www.TMA2002.com.

For further information about Charge Me & Nearplay Systems please contact:

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