



Two popular Gold Coast tourist attractions now provide visitors with a unique way to capture their experience with the help of MessageNet's MMS technology.

The Dreamtech Group, creators of Infinity and Spacewalker - two of the most innovative themed attractions in Surfers Paradise, offer visitors a feast of mind blowing, multi-sensory adventures. They draw a large number of tourists looking for unique and memorable experiences. To help capture these moments, both attractions use MessageNet's MMS (Multimedia Messaging Service) technology.

When customers have a souvenir photo of their experience taken, they can elect to either purchase a hard copy 6x9 photo at the venue, have their photo emailed to them, and now, have their photo sent to their mobile phone via MMS. Quite simply, a photo is taken of the customer against a backdrop image of an area within the attraction using a special program. The image is then emailed to the MessageNet Gateway, which is in turn delivered to the customer's mobile phone as an MMS message; a novel memento of a unique experience.

The concept is simple, yet the advantages are great and widely appreciated by customers. "Most of the MMS photos have been sold to the teen to early 20's market as they are savvier with their phones than most", says Tane Thompson, Director of Infinity.

The idea was originally intended for a specific promotion, "We were looking at unique ideas for the Schoolies festival to promote Infinity and Spacewalker whilst the 50,000 school leavers were in Surfers Paradise. Their age group is the highest user of text and picture messaging in Australia so we developed a promotion for this market... we offered a complimentary MMS photo to any customer who brought six of their friends to either attraction".

Sending an MMS to the MessageNet gateway is as easy as sending an email, so implementation of the system ran smoothly. "I originally found MessageNet via a Google search...after a couple of weeks testing from our end the set-up was complete with no real hitches. It has been quite a unique selling tool and we would like to continue using it in the future."

Infinity and Spacewalker continue to use MessageNet's MMS gateway to provide a unique and fun way to capture their visitor's experiences.

## **Company Profile**

Infinity and Spacewalker are innovative tourist attractions located on Australia's Gold Coast. Both attractions draw a great number of tourists looking for unique, futuristic experiences.

## **The Challenge**

Infinity and Spacewalker saw an opportunity to offer a value-added service that would appeal to their younger target market. They sought a reliable and easy-to-use gateway to send multimedia content (i.e. photos) to their customers' mobile phones to commemorate their experiences.

## **The Solution**

To send an MMS to a designated number, Infinity and Spacewalker simply address an email to: *mobilenumber.mms@messagenet.com.au*. MMS formats include .jpeg, .gif, .3gp and are limited to 100kb. Recipients must have an MMS compatible phone to receive the message.

## **Benefits**

The application of MMS has enabled both Infinity and Spacewalker to generate an additional revenue stream by offering their customers a novel reminder of an amazing experience. Both cost effective for the venue and appealing to younger visitors, the use of MMS technology through MessageNet has provided all concerned with a clear winning solution.

## **For further information**

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