

SBW Paris

Press release
New offering

Press contact

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SBW ANNOUNCES PLANS TO CONVERT LARGE NUMBERS TO THE MOBILE INTERNET WITH ITS WAP BUILDER.

Paris, 9 October 2007 – In response to strong market expectations in terms of simplicity and autonomy in creating and animating mobile internet sites, from mid-October, SBW (formerly CellCast Interactif) is to offer Wap Builder, an easy-to-use mobile internet site generator, aimed at agencies and advertisers.

Making mobile internet site creation democratic

Without any technical or computer knowledge, it is now possible to create a mobile site via a web interface characterised by its ease of use. Wap Builder offers a large range of functionalities and options (text, games, photos, video, questionnaires, location etc.) The user manages his site (there is the possibility of visualising it adapted to different mobile formats) and its dissemination on the mobile internet or Gallery directly.

New functionalities will gradually be added to enrich the current offering. Wap Builder is now connected to the SBW ad-serving platform (Ad-Inside v1.0) which allows the user to lay out advertising spaces (banners etc) and therefore to generate revenue.

“With this entrance offer in the range, accessible to all, we want to convert the maximum number of advertisers, directors and agencies to mobile marketing”, said Paul Amsellem, director of the international network of SBW mobile marketing agencies.

About SBW

SilverBack Wireless (SBW) is an international network of independent mobile marketing agencies, part of SilverBack Media, an independent English group listed on PLUS markets in London and the Deutsche bourse in Frankfurt, Germany. SBW has agencies in Paris, Toronto, Los Angeles, Miami and now Montreal with the acquisition of Atlas Telecom Mobile. Paul Amsellem (founder of PhoneValley, co-founder of MMA, founder of

CellCast Interactif, now SBW Paris) was named director general of the group last June and is in charge of development and strategy.