

FeedHenry and eircom Roll Out First Ever Telco-grade Personal Services Portal

*“my eircom” Personal Services Portal Drives Services Usage with Customers
Discovering and Sharing Applications Across the Web*

Dublin, Ireland – October 5, 2009 – [FeedHenry, driver of telecoms services usage](#), and [eircom, Ireland’s leading broadband and content provider](#), have announced they are officially rolling out the first telco Web 2.0 Personal Services Portal (PSP) “[my eircom](#).” The new service will deliver hundreds of complex Web 2.0 applications and telecom services in a central location on eircom.net. Following a successful beta, which showed a significant uptake and usage of services, the PSP is now available for services to be viewed and shared across Web, desktop, PC, and social networking sites.

“**My eircom**” is a Web 2.0 portal that makes it easy for users to discover, personalise and use the best of eircom’s content and services, and best-of-breed applications from the web. Users can take these services and share them across Web, PC desktop and social networking sites such as Facebook or use them on the “my eircom” page. FeedHenry’s solution provides eircom with the flexibility to rapidly launch new services, and deliver interactive advertising. FeedHenry is the only company to provide full data analysis to track services usage cross-platform.

“FeedHenry solves the problems telcos face in delivering services in a compelling way that drives increased usage. By having a multi-channel strategy where services can be shared across the Web, mobile, PC desktop, TV and social networking sites, we are providing a solution that will drive usage, revenue and supply analytics for all types of telecoms services. Data shows a significant increase in visitors browsing the my eircom catalogue, discovering cool new widgets and actively using them. We are delighted to work with eircom to officially roll out this highly-successful PSP,” said Barry Downes, CEO, FeedHenry.

“With **“my eircom,”** our goal is to create an attractive Web 2.0 portal for our customers, which offers a catalogue of compelling services. The successful beta of **“my eircom”** gave our customers a more personalized environment where they could discover services they never knew existed. It allowed them to personalize them, make use of them and take these services with them wherever they went,” said Mark Taylor, Head of Digital Content and Services, eircom.

On **“my eircom,”** users can choose from a vast range of content including breaking news, sport and entertainment applications, as well as currency converters, a mortgage calculator and calorie counter services. The PSP opens the door to any type of service eircom wants to offer and drive usage to including:

- Content services such as breaking news.
- Applications services in the form of location-based services for location-based dating.
- Traditional telecom services such as voice and video or SMS including mobile phone top-up.
- New types of mash-ups such as location-based weather forecasts that are personalized to user specified leisure activities.
- Java-based services including games.
- Next-generation IMS (IP Multimedia Services) for users who want to access their content and services in a multi-modal fashion through voice, video or instant message.

FeedHenry is unique in the market because it enables operators to:

- Rapidly launch a Web 2.0 style Personalized Services Portal for consumers with a portfolio of new services.
- Make complex telco services available to customers.
- Monetise content through multiple interactive advertising models.
- Optimise viral social sharing with distribution to other platforms such as Facebook.
- Reach customers on the move with mobile friendly applications.
- View analytics to see how services are being used for social and viral distribution.

- Benefit from a telco grade platform that third parties can build applications and services on.

Resources

www.feedhenry.com

<http://widgets.eircom.net/>

About FeedHenry

FeedHenry enables telecommunications companies to drive usage and revenue from services through Web 2.0 technology. FeedHenry solves the problem of delivering services in a compelling way that enables subscribers to discover, personalize and distribute applications from one location, across the Web, mobile and social networking sites. The company provides a full solution that includes content, application and network services such as: IMS or RCS-based fixed or mobile services. FeedHenry also seamlessly enables Web 2.0 mash-ups of Web and network services. FeedHenry is an active member in the W3C consortium with offices in Silicon Valley and Ireland. FeedHenry is one of Telecommunications Software and Systems Group start-up companies. For more information visit: www.feedhenry.com.

About eircom

eircom is Ireland's largest leading telecommunications broadband, fixed-line, mobile content service provider. eircom has the most extensive fixed-line telecommunications network in Ireland in terms of both capacity and geographic reach. The company has over 1.2 million customers and provides a comprehensive range of advanced voice, data and internet services to the residential, business and enterprise markets. eircom also has 41% retail share of the Broadband market, with over 570,000 broadband customers. eircom's mobile division, Meteor, was acquired on November 23, 2005 is Ireland's third largest mobile phone operator. For more information, visit <http://www.eircom.net/>

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