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## **Invoke Solutions Selects New Mobile Gateway Platform for Latest Invoke Ping Product**

*New mobile research platform to use OpenMarket Exchange financial-grade mobile commerce system*

**WALTHAM, MA. (March 6, 2007)** — Invoke Solutions, the leading innovator of real-time, researching technologies, has selected OpenMarket Exchange, a Web-based, financial-grade mobile commerce system, as its wireless messaging platform for the revolutionary new Invoke Ping mobile research product.

Invoke Ping will transform consumer research by allowing companies to connect with their customers at the point of experience – e.g. while they are in their stores – to collect customer intelligence on a continual basis. Born out of Invoke’s patented live research environment, Invoke Ping will provide a breakthrough new way to capture, analyze and disseminate information based on real-time customer feedback.

OpenMarket provides the industry’s only complete, financial-grade messaging and billing system that enables media companies and content providers to sell premium content and services via the direct-to-consumer mobile channel. The OpenMarket Exchange system allows media companies and content providers to reach over 95% of U.S. mobile subscribers through its direct connections to mobile operators. OpenMarket will provide the mobile gateway and message aggregator services for Invoke Ping globally. This will allow Invoke Ping clients to capture point-of-experience feedback from mobile consumers via their cellphones, regardless of the type of mobile device the consumer owns or the carrier they use.

“Invoke Ping will allow companies to get closer to their customers by connecting with them at the most timely moment and capturing critical feedback that they can access and respond to immediately,” says Ben Cesare, President and CEO of Invoke Solutions. “In working with OpenMarket, we have a global technology partner who will allow us to stay at the forefront of mobile messaging as standards emerge to support ever-richer consumer interactions.”

“OpenMarket is excited to be working with Invoke and we are fully dedicated to helping make this new mobile service a success,” said Steve Shivers, General Manager of

OpenMarket. "This is a great example of the innovation that is occurring in the mobile market for direct-to-consumer campaigns."

Invoke Ping will allow data collected via cellphones to be reported and analyzed in real time so that users can respond instantly to emerging insights. Portal-based access and an interactive Dashboard will provide customers with an integrated research environment and single source of insight for their customer intelligence data. A beta version of Invoke Ping is currently available to selected clients.

With over 73 million Americans now sending text messages on a regular basis and over 80% of subscribers in the UK and other parts of Europe, (source: M:Metrics), the untapped potential for market research via mobile phones is significant. Invoke intends to turn the cellphone into a powerful research tool that will allow companies to gather feedback from consumers anytime, anywhere.

### **About Invoke Solutions**

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. This insight allows Invoke clients to make fast, confident decisions to reduce risk, drive innovation, and gain a competitive advantage.

Unlike traditional, costly, and decades old research methodologies, Invoke offers live Internet sessions with large, targeted audiences to give businesses robust, trustworthy results with the depth of insight needed to drive real understanding.

Already used by many Fortune 1000 companies, the Invoke researching platform is enabling faster, smarter decisions throughout the marketing innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence.

For more information about Invoke Solutions, visit [www.invoke.com](http://www.invoke.com).