

3Cinteractive Introduces Premium SMS Fraud Prevention Tool

Boca Raton, FL (PRWEB) – (2/12/2008) – 3Cinteractive (3Ci) has unveiled its proprietary Loss Prevention Service (LPS™), the mobile industry's first stand-alone risk and fraud management system for Premium SMS mobile payments in the United States. Until now LPS™ has only been available for clients that use the 3Ci Switchblade™ platform. It is now available to all US mobile content providers, aggregators and application service providers.

"We have built a fast and reliable tool that will reduce the amount of content that is delivered but never paid for," said Mark Smith, 3Ci's Chief Operating Officer. "Our team has designed similar systems for online credit card and Automated Clearing House transactions with great success", said Mr. Smith. LPS™ is a proprietary system that normalizes carrier response codes and builds intelligence from the millions of messages being sent through the 3Ci messaging platforms. "We have seen over a 15% increase in settled transactions since implementing LPS at 3Ci", says Mr. Smith.

Premium SMS content is one of the fastest growing components of mobile marketing in the US. According to Telephia, Off-Portal premium SMS transactions generated close to \$1 Billion in 2007. The US wireless market is primarily a post paid environment which increases the risk of not being able to collect revenues from premium transactions.

About 3Cinteractive

Based in Boca Raton, Florida, 3Cinteractive is one of the fastest growing mobile application service providers (MASP) in the United States. The Company's simple building block approach to mobile marketing enables its clients to "mobilize" their brands, content and systems. The 3Ci service portfolio includes SMS text messaging, application development, campaign and compliance management, content delivery, and IVR integration. 3Ci is a Mobile Marketing Association Member and is listed as one of the top Application Service Providers by the Common Short Code Administration (CSCA). 3Cinteractive was founded by experienced technology professionals and represents the leading edge in interactive telecommunications.

Contact:

3Cinteractive
Jeff Michaud
Director, Marketing
561-443-5505
jmichaud@3cinteractive.com
www.3Cinteractive.com