



Maximizing Potential

Unparalleled reach

More than 22 million Filipinos across the country make full use of Short Message Service (SMS)—better known as text messaging. SMS crosses all barriers and applies to all classes and markets.

Powerful ally

SMS has been successfully harnessed for commercial purposes. Now, supported by PoliTXT's powerful software, SMS can be a potent ally for political campaign organizations.

Maximum results

Run your campaign effectively and efficiently. PoliTXT offers an innovative way to obtain campaign objectives and deliver results, using simple and accessible SMS technology.



Reach Out to More Voters

Energize Your Campaign Organization

Combine your political messages with the far-reaching power of text messaging.

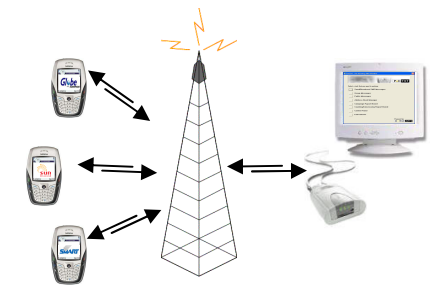
PoliTXT. The most effective campaign solution.

PoliTXT is the powerful person marketing concept that maximizes mobile solutions and streamlines campaign strategies for politicians running in the May 2004 elections.

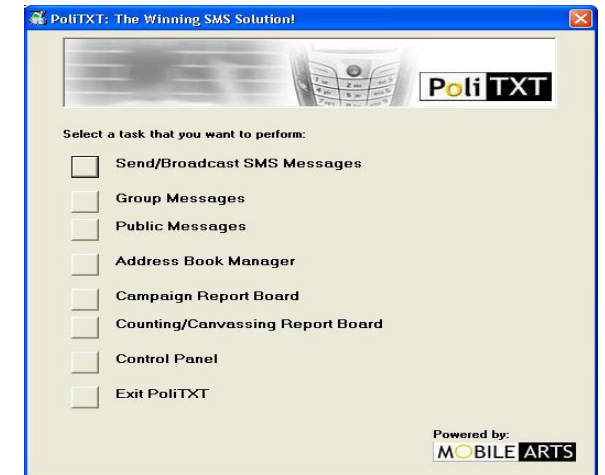
Call us and ask us how PoliTXT can work for you.



For more information, contact:
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Madrigal Business Park
Ayala Alabang, Muntinlupa City 1771
Tel: +63 2 772 5787 * +63 2 772 5733
Email: info@mobile-arts.com
For Text inquiries, you may type:
PoliTXT and send to 2960



The most effective campaign tool you'll need for the 2004 Elections



Effective. Easy. Convenient.

PoliTXT is a stand-alone PC based application—a software installation and maintenance solution designed for more efficient campaign organizations.

PoliTXT allows you to:

STREAMLINE CAMPAIGN MANAGEMENT

Manage your campaign entirely through your desktop or laptop computer. Easy-to-understand interface and software features allow you to address your public and target audience and reply to their messages; and organize your campaign team through powerful yet simple functions.

SEND BROADCAST MESSAGES

Send your important campaign messages from one source to hundreds, even thousands of people all at the same time, using text messaging. Select and organize recipients of your message through PoliTXT's easy-to-manage database feature.

CREATE VIRAL CAMPAIGNS

Maximize the “pass on” advantage of text messages through a well-crafted viral campaign. Encourage recipients to spread your message by forwarding it to others. A “text brigade” helps a viral message become more effective.

PROVIDE A MEDIUM FOR DIALOGUE

Engage your public in a two-way dialogue type of text messaging. Encourage the public to send text messages to your candidate or his/her office. Messages will be received right away, and you can respond quickly and efficiently.

INTERACT WITH THE PUBLIC EASILY

You can maintain contact with your public through two easy ways:

- Through your PoliTXT PC Solution – The public can contact you through your announced mobile phone number (SIM Card Number). You receive and reply to the messages directly on your computer. The telecom operators will charge both you and the message sender P1.00 per message sent.
- Through the PoliTXT 2960 Service – An optional FREE feature that comes with the PoliTXT package. To send a message to you, the sender will only have to text in your assigned keyword and their message, then send to 2960 (e.g. Key in *MAYORILOILO/Is there a senior citizen rate for cedula, NSO and NBI clearance?*, then send to 2960). The telecom operator will charge the sender P2.50 per message sent; your reply to the sender is FREE.

COMMUNICATE SECURELY, INSTANTLY

Communicate through private channels, using pre-approved mobile phone numbers using PoliTXT's Group Texting feature. Group Texting allows you to send or forward a message to an entire group with a single keystroke. You can also define different groups for different types of communications.

CREATE ESSENTIAL & TIMELY REPORTS

PoliTXT's Report Board allows your Headquarters to securely receive, sort and display timely reports, based on field data (such as campaign activity status) sent in by reporters via SMS and MMS. There are two kinds of reports possible:

- **Campaign Reports** – compilation of all free format reports texted in by field reporters.
- **Counting and Canvassing Reports** – periodic updates on actual number of votes during the counting period during the election.

Innovative. Affordable

PoliTXT allows you to conveniently and effectively reach your audience at minimum cost. You can choose from two packages to suit your individual campaign needs.

PoliTXT PC Solution

Includes the following:

- The PoliTXT Software Solution. One (1) installation CD and an installation guide. GSM Modem required.
- User Documentation. A one-page user guide on how to start and use the service.
- Email/Phone Support. Mobile Arts provides email and phone support on business days from 9AM to 5PM during campaign period; and 24-hour email and phone support during the crucial days of the election period, from 5-11 May 2004.

Cost: P49,500.00 only, VAT inclusive

PoliTXT PC/Nokia GSM Modem Solution Package

Includes the following:

- All items in the PoliTXT PC Solution
- GSM Modem: Nokia 30.

Cost: P49,500.00 + GSM Modem Market Price* + P2000 Handling Fee, VAT inclusive

**available at telecom dealers such as Brightpoint (02)416-8168*

Additional Services

- On-site four-hour training & support. Hands on training at the client's site. P5,000.00 only, VAT inclusive. Does not include transportation and accommodation expenses, which should be shouldered by the client. An additional P1,500.00 per hour will be charged in excess of the four hours.
- Free email support at politxt@mobile-arts.com
- Free phone-in support at (02) 772 5787

	Candidate A	Candidate B	Candidate C	Total	Date	Time	Sender	Mobile#
Precinct 001	100	20	10	130	05/11/04	01:29	Adrian	09301112222
Precinct 002	40	200	2	242	05/11/04	01:12	Roger	09162223333
Precinct 003	80	22	76	178	05/11/04	01:11	Jon	09175554444
Precinct 004	77	93	64	234	05/11/04	12:45	Godie	09181234567
Precinct 14-A	15	45	100	160	05/11/04	12:20	Degz	09173241111
Precinct 14-B	230	5	12	247	05/11/04	12:23	Adrian	09201112222
Precinct 15-A	120	31	99	250	05/11/04	12:37	Marie	09226664433
Precinct 15-B	7	65	78	150	05/10/04	11:45	Ana	09186429878
Precinct 15-C	7	40	103	208	05/10/04	11:10	Celia	09192311222
Precinct 016	66	87	53	206	05/10/04	11:57	Ana	09186429878
Precinct 017	98	10	125	233	05/10/04	11:42	Adrian	09201112222
Precinct 018	107	49	57	213	05/10/04	11:20	Adrian	09201112222
Precinct 019	42	12	43	99	05/10/04	11:59	Celia	09192311222
Precinct 020	12	56	88	156	05/10/04	10:30	Marie	09226664433
Precinct 021	19	23	16	76	05/10/04	10:56	Ana	09186429878
Precinct 022	96	34	43	173	05/10/04	01:30	Roger	09162223333
Precinct 023	132	12	25	169	05/11/04	01:57	Roger	09162223333
Precinct 024	28	43	17	88	05/11/04	02:17	Godie	09181234567
Precinct 025	76	78	28	182	05/10/04	19:43	Jon	09175554444
Precinct 026	87	65	10	162	05/10/04	20:27	Degz	09173241111
Total	1496	990	1049	3535				