



Elysium Technologies
Presentation at
IDA SAPT CFC Networking Event

Brian Thom

bjthom@elysiumtech.com

17 April 2003



Elysium Technologies Background

- **Founded in 2000 to enable businesses to better organize and retrieve directory-type information**
 - Listings are e-enabled with an eCatalogue
 - Creates new value-added revenue opportunities using their data/customers
- **The cornerstone is our software with advanced cataloguing functionality**
 - Employs **patented** relational classification technique
 - Users can find what they want in the most efficient manner via the most convenient means; the Internet, mobile phones PDA's
 - “Point and click” search interface ideally suited for mobile devices
- **Demo sites:**
 - Mobile @ wap.whizdirectory.com
 - Internet @ www.whizdirectory.com

Elysium does not market it's own directory

- **Contracted with Pacific Internet to operate their Auto Classified Ad channel <http://auto-ads.corp.pacfusion.com/>**

Key Strengths

- **Ease of data entry and instant update:**
 - **Stores can input and update their own data via the Internet;**
 - Each store given their own password protected account
 - Allows immediate changes of special offers and promotions
 - e.g., restaurants can input their daily special menus
- **Allows multiple classifications for stores:**
 - e.g., **DFS found by searching any or all of the following;**
 - Tobacco, Cigarettes, Liquor, Designer Goods, Calvin Klein, Perfume, Terminal 1, etc.
- **Accessed through delivery channel of users choice:**
 - **3G/GPRS/WAP mobile phones, PDAs, and the Internet**



Partners Sought

- **Airport stores** to participate in wireless eCatalogue
- **Mobile operator(s) & ISP's** to highlight the airport store in the eCatalogue
 - when visitors turn on mobile phones or wireless devices they are given the message of our choice
- **Payment gateway** to allow purchases on the way to the airport
- **Wireless hardware makers** to support the services