



Dear valued members of the NPT, Dear Mr. Vallesverd,

I hope you are doing fine receiving these lines. As you will certainly be aware of – we have recently applied for a range of mobile numbers in Norway. Unfortunately, we were not allocated with those. Therefore, we would like to take the opportunity given by you to reiterate why we require a range of mobile numbers in Norway:

I represent interactive digital media – a mobile service provider based in Germany, Lübeck. We have been in the mobile business for over 10 years and specialized in messaging. Furthermore we are proud to operate our own GSMA certified SMS HUB. Our customers are Enterprises (Banks, Airlines...) as well as Mobile Network Operators.

We will use the number range allocated from Norway for Norwegian enterprise-costumers. Typically, they want to be sure that they can communicate with bi-directional text messages with their employees or customers wherever they are located.

Based on roaming agreements, not all messages are accepted by the networks abroad when traveling. Most of the operators have enough roaming agreements to allow their customers to send and receive messages to/from 'many' networks, which makes 95% of their customers happy. Our unique business proposition is to enable individuals, and all the more enterprises, to be reached from every single network worldwide. Therefore, we are targeting the enterprises and individuals that are looking for such value proposition. This is why it is so important for us to be allocated with a range of mobile numbers.

Besides a remarkable part of our customers has high security requirements, especially banks. For that reason they prohibit us to involve a third party in the termination of their traffic.

Our proposal is used for mobile communication. We are operating our own network infrastructure and systems that includes carrier-grade SMSCs and other equipment to handle mobility. Our GSMA-certified SMS-Hub is connected with all networks worldwide. We operate our own systems and network. IDM interconnects with international private circuits (6 x 2 Mbps) using SS7 protocol. Our Telecommunication System is already up and running in Germany and we have several Point of Interconnects and duplicating systems around the world. In addition, we have several mobile licenses and several mobile number ranges already allocated in other countries, for example in Denmark, Finland, Sweden, Luxemburg and Germany.

Equally, we are attempting to provide a full mobile experience. Based on our experience, end customers hesitate to text back to numbers, which seem not to be mobile numbers originated from their native country (like fixed line numbers, short codes or foreign numbers). Therefore, we are applying for mobile numbers.

To conclude let me indicate our attached use case, so you can have a better idea of what our proposal looks like. Furthermore, please let me stress, that we do require a comparably negligible amount of numbers. We could accept a rather small number of a couple of thousand numbers at the beginning.



In case you have any additional questions, please don't hesitate to contact me.

I am looking forward to hearing from you soon.

Best regards,

Felix Müller

Business Development

interactive digital media