



Media Release



mHITS BitMoby Bitcoin mobile top-up service WINNER in innovation awards

Canberra: 25 June 2015

The mHITS BitMoby Bitcoin international mobile top-up service is the WINNER in two categories of the ACT state iAwards for 2015. mHITS (pronounced Em-HITS) a pioneering developer and operator of mobile payment services, was the WINNER in both the financial and consumer categories for its BitMoby service which allows the purchase of international mobile top-up exclusively using Bitcoin as the payment method. The iAwards is the premier technology awards platform in Australia delivering the most comprehensive awards program recognising the achievements and innovation made in ICT across all facets of the economy. The winners were announced the awards at a ceremony in Canberra ACT on 23 June 2015.

The BitMoby service provides one of the simplest and easiest methods of purchasing mobile top-up available with an unrivalled user experience. Users simply send Bitcoin to a Bitcoin wallet address and the BitMoby service automatically credits the mobile number with the top-up value requested. There is no user registration and the transaction process requires only one step to execute. The BitMoby service can also be used to purchase mobile top-up for a third party.

BitMoby is an example of how digital currencies such as Bitcoin can be used to demonstrate a highly efficient integrated transaction process where the payment instruction itself can uniquely identify the transaction and incorporate payment information. This innovation simply cannot be achieved via existing debit or credit card-based technology which is traditionally also plagued by fraud for this particular industry sector. This means that no shopping cart or checkout process is required, providing for a simple, fast and efficient user experience.

“This is possibly one of the first major innovation awards to a Bitcoin service in the world.” says mHITS CEO Harold Dimpel. “Winning these awards is recognition that the highest level of the ICT industry recognizes the innovation and value crypto currencies such as Bitcoin provide to society.” he continues. “This is further acknowledgment that crypto currency technology continues to play a serious and important role in the future of global financial services.” he concludes.

For more information on the BitMoby service see www.bitmoby.com.

about Bitcoin

Bitcoin is the world's first decentralised digital currency with the largest user base and size by market capitalisation. Unlike fiat currencies that are issued and regulated by a central bank, Bitcoin works without a central repository or single administrator. Instead, it works through an open, distributed, transparent, network of computers that process and verify all transactions in the network.

Unlike a traditional fiat currency that is printed by a government's central bank, Bitcoin is a digital currency based on mathematics and only stored and exchanged electronically. It is the first of a category of money known as crypto currency where mathematical problem solving by a global network of computers is used to process and verify all



transactions conducted within the network. A bi-product of this process is the creation of an open public ledger called the Block Chain which contains the details of every single Bitcoin transaction every performed.

Bitcoins are stored electronically in a Bitcoin wallet which can be stored on a computer, mobile device, USB stick or can even be printed on a piece of paper. While a Bitcoin transaction does not require details of the owner of the wallet to be disclosed, the Block Chain does provide a level of transparency and movement of value within the system and between individual Bitcoin wallets.

For more information on Bitcoin see www.bitcoin.org.

about the iAwards

The iAwards has become the premier technology awards platform in Australia delivering the most comprehensive awards program which recognises the achievements and innovation made in ICT across all facets of the economy.

The iAwards honours both companies at the cutting edge of technology innovation as well as leading professionals across the ICT industry. Most importantly, the iAwards recognises the achievements of Australian innovators.

The key goal of the iAwards is to discover, recognise and reward the ICT innovations that have the potential to, or are already having a positive impact on the community – at home, in the office and on a global scale. The iAwards also recognises the achievements made and value added by ICT professionals, CIOs and innovators.

For more information visit www.iawards.com.au.

about mHITS

mHITS (pronounced Em-HITS) is an Australian based developer and operator of mobile payment services. In Australia, mHITS operates the mHITS SMS payment service that allows consumers to send and receive payments by SMS text message. mHITS is also working in emerging markets in the design, deployment and operation of mobile payment solutions for the so called “unbanked” (people who do not have access to traditional banking services).

Use of the mobile phone as a payment device is acknowledged as a logical payment solution for the unbanked as people in developing countries often lack the formal identity requirements that traditional banking services require such as a birth certificate, formal address or regular employment or income. The lack of bank branches, limited number of ATM's, limited access to the Internet and the general low level of financial literacy in developing countries are contrasted by the large-scale uptake of mobile phones in these same markets.

mHITS has received multiple awards for innovation both within Australia and Internationally. For more details visit www.mhitslimited.com.

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