



Year in Review 2006

Providing solutions for online success

Multimedia Australia's range of products and services has grown rapidly since its early beginnings as a software publishing company in 2001.

In just over five years, Multimedia Australia has expanded its lines of products and services to include Web hosting, domain name registrations and management, search engine submission and optimisation services, online advertising sales and a large network of popular websites.

2006 has been an exiting year for Multimedia Australia as we continued to strive for excellence in quality customer service, innovative product development and conducting projects to support the world-wide community.

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Excellence in customer service and support

Customers have always commented on the quality of our before and after sales service and support. We are always looking for new ways in which to exceed the expectations of our customers even more. Some of our customer service achievements and new initiatives for 2006 are outlined below.

Fast customer service and support response times

Throughout 2006, Multimedia Australia achieved ongoing email response times of less than one business day.

Multimedia Australia Worldwide

Region-specific websites for customers in the UK (<http://www.mmaus.co.uk>) and Australia (<http://www.mmaus.com.au>) were redesigned in June to compliment Multimedia Australia's world-wide site (<http://www.mmaus.com>). Further expansions of Multimedia Australia's country-specific sites will be undertaken in the future to provide greater region-specific content to customers.



Introduction of flexible software licensing options

Greater flexibility and value is now offered to customers using Multimedia Australia's software products.

As of April 2006, customers with more than one computer can choose to install Multimedia Australia software on up to three PCs at no extra charge, provided they are the only user. Alternatively, customers can choose to install Multimedia Australia software on a single computer and permit an unlimited number of people to use the product from that PC.

Community support projects

Supporting not-for-profit community organisations

Throughout 2006 Multimedia Australia continued its ongoing commitment to help not-for-profit community organisations around the world by providing free software licenses.

Educational institutions and students

As in previous years, Multimedia Australia supported students and educational institutions providing industry and company-specific information to help with their projects.

Multimedia Australia's commitment to helping children learn to use technology will be further expanded in 2007 by providing free software packages to schools and public libraries around the world (www.softwareineducation.com).



Software promotion services

In 2006 over 12,000 software publishers used Multimedia Australia's marketing and promotion services.



Founding the Software Industry Professionals Group

In May 2006 Multimedia Australia launched the Software Industry Professionals Group (<http://www.siprofessionals.org>) to provide networking opportunities between members of the software industry. Membership is free.

The group brings together people, businesses and corporations from throughout the software industry including software publishers, IT marketing and promotion experts, private programmers and academics.

By the end of 2006, over 600 members had already joined.

Download site network

Each month throughout 2006, thousands of people world-wide relied on Multimedia Australia's network of download websites to find and download the latest software products.

Software download websites owned and operated by Multimedia Australia include the long-established SwiftDownloads.com (<http://www.swiftdownloads.com>) site, the SoftwareSizzle.com software search engine (<http://www.softwaresizzle.com>), and DownloadChoice.com (<http://www.downloadchoice.com>).

Multimedia Australia's download site network was further expanded in November with the launch of the Trialware.biz (<http://www.trialware.biz>) website.

Software publishers can submit their software products to Multimedia Australia's download site network by registering and logging into www.SwiftUploads.com or by using the links available on each website.

Innovations in software design and development

Multimedia Australia's flagship application for 2006 was the Acclaim CMS Content Management System (www.acclaimcms.com).

Acclaim CMS' innovative features include a unique offline editing environment, finished websites that are platform-independent and websites that do not require a database to run.

During 2006 various enhancements were made to other Multimedia Australia software programs as part of Multimedia Australia's commitment to giving customers access to the latest technology.



Website network

Multimedia Australia's website network caters to a variety of interests and visitor demographics. The sites integrate with Multimedia Australia's advertising sales services.

A selection of Multimedia Australia websites is outlined below:

Alligator Snap (alligatorsnap.com)



Easy-to-use website creation software for beginners.

Business News Network (businessnn.com)



Business-related articles and information.

DownloadChoice.com



Choose from thousands of free, trial and demo software downloads.

Hixus Software (hixus.com)



Acquired by Multimedia Australia in June 2005, Hixus Software provides useful tools and applications for Web design.

Hosting Reliance (hostingreliance.com)



Reliable website hosting with extensive features at affordable prices.

SharewareIndustry.com



Articles and information for shareware software publishes.

Software Industry Professionals (sipprofessionals.org)



The Software Industry Professionals group is an online community to help software publishers be successful in the industry and to facilitate networking between members. Membership is free.

SwiftDownloads.com



The latest free, trial and demo software programs in over 130 categories.

SwiftDownloads.com received a major overhaul in November. In addition to being completely redesigned, the site now lists software products in real-time giving visitors access to the absolute latest, up-to-date information.

Trialware.biz



Multimedia Australia's latest download site, launched in November 2006.

WebsiteBytes.com



Articles, tutorials, information, resources and reference guides for building, maintaining and marketing websites.

Intellectual property

Domain names

An additional 21 domain names were registered by Multimedia Australia throughout 2006 for use with future websites, bringing the total number of domain names owned by Multimedia Australia to 122 at the end of 2006.

Source code

Thousands of new lines of code were programmed during 2006 for the use with current and future Multimedia Australia software products.

Several new products are under development and planned for a future release. Customers are set to benefit from a variety of new exciting innovative products over coming months.

Upcoming developments in 2007

The year 2007 will see the launch of exciting new Multimedia Australia websites, services and software products.

Multimedia Australia's ongoing programme to support the community will also be expanded. Schools and public libraries will receive free software packages to help children learn how to use technology (www.softwareineducation.com).

For up-to-date information about new developments throughout the year, please visit Multimedia Australia's website at <http://www.mmaus.com>.



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