

Are you a self starter?

Do you like to be the decision maker?

Do you like to plan and organize things your way?

Are you motivated by money?

Want to spend more time with your family?

Are you creative, innovative, and have a vision for how you want your future to be?

Becoming your own boss is one of the most exciting changes you can make in life, and this could be the start. Consider the benefits of starting your own business. Thousands of people do it every day...why shouldn't you?

Who am I?

Halldor Sanne
CEO/President/Founder

Halldor has worked since in International sales and marketing since early eighties. Halldor is considered by many to be among the first to introduce consumers to mobile marketing in the year 2000. Founder of SMART™, an International mobile marketing enabler with operations spanning over 17 countries worldwide. SMART™ has run thousands of mobile marketing initiatives, with globally recognized brands, Coca Cola, Budweiser, Visa, MasterCard, Hyundai and Volkswagen to name a few. In addition to SMART™, Halldor has launched several successful marketing ventures worldwide, including M&M Marketing Iceland, M&M Marketing London, Nor Finance Norway, and The Sanne Group, Iceland to name few.

Prior to his entrepreneurial ventures, Halldor worked as CEO for Marketing Director for Reykvisk Radgjof Iceland. He has a bachelor degree in Marketing from University of Reykjavik. Halldor is also a noted speaker on the subject of mobile marketing and brand building throughout Europe and the United States. Halldor has been instrumental in the start up and success of a multitude of companies across numerous business sectors. He has now brought his priceless knowledge, here, to the United States, to educate, and help expand this exciting, newly emerging market.

The Statistics

With SMS still accounting for approximately 90% of European operators' non-voice revenues, operators have been aggressively working to step up the value of SMS through premium SMS -- content-based SMS that requires mobile-phone users to pay a premium tariff for special value-added services or content.

The hype surrounding premium SMS is at an all-time high. Currently, the bulk of premium rate SMS activity is largely confined to GSM operators in Europe. SMART™ started this revolution in early 2000, and thrives to continue the trend here, in the United States.

Mobile operators in many regions of the world are now heavily pushing their SMS services to third-party content providers as a way to offer content to mobile customers. For example, well-known consumer brands such as Sony, Nike and Pepsi and media outlets have now integrated SMS into their marketing strategies.

Television broadcasters are also jumping on the bandwagon. Game shows, reality television, and channels targeted at teenagers and young adults are now starting to use text messaging to enhance their programs with interactive features.

"The worldwide explosion in the text message phenomena - or SMS - had reached in excess of a quarter-of-a-trillion messages a day by end September, mobile originated alone, according to figures released today by the GSM Association, the worldwide voice of mobile network operators.

Early forecasts for the end of year Holiday Season and New Year period - a peak time for text traffic - estimate that 500 billion mobile-to-mobile messages will be sent during this time - nine for every person on the planet.



As use has exploded, so too has the range of applications. Sports results, betting services, lottery-style games, and financial services are all taking to SMS.

Nevertheless, straightforward person-to-person 'texting' still accounts for the bulk of the traffic and has led to the development of a unique language that is now part of a global youth culture.

The text craze is strongest in Europe with the Scandinavian countries particularly to the fore, but other parts of the world are catching on fast. The Philippines, the Far East, Australia and New Zealand are all seeing rapid rises in SMS take-up, with the United States finally emerging into this lucrative market."

Given this level of hype and speculation, this market is primed for SMS to take off here in the United States and SMART™ is here to show you how to do it.

The Company

www.smartentgroup.com

SMART is... Smart Entertainment

Smart Entertainment is a leading consulting firm that specializes in developing marketing campaigns for Radio, TV and film. Smart Entertainment has come to rely on Halldor's keen insight into the consumer market in creating branding & marketing campaigns that produce results. To date, Smart Entertainment has successfully launched over 300 campaigns covering every major movie studio release since 2001.

SMART is... SmartSMS™

SmartSMS™ is a state of the art mobile marketing agency that specializes in creating and managing mobile marketing applications in over 17 countries worldwide. SmartSMS™ maintains a catalog of over 250 mobile applications ranging from text chat services to multi-media applications such as the delivery of ringtones, pictures and screensavers. SmartSMS™ differs from other companies by being the first to develop unique marketing concepts that incorporate the latest innovations in mobile technology that create block buster campaigns.

SMART is... SmartAds™

SmartAds™ is a maverick advertising agency that produces print ad campaigns designed to create one to one links between businesses and consumers. SmartAds™ current and past clients include Coca-Cola, Sony Playstation, Hyundai Motors, and Beck's beer to name a few. SmartAds™ award winning campaigns are considered to be among the most innovative in the industry today.

SMART is... SmartPayment™

SmartPayment™ is a unique micro-payment system that enables consumers to pay for products and services using their mobile phone. Using SmartPayment™, e-commerce sites can grant limited access to content, or sell low priced items such as past news articles without requiring a credit card.



The Benefits of SMART™ Ownership

SMART™ enables you to own and operate your very own business. We provide you with everything - all the tools necessary for you to start a successful company of your own. You will be granted access to our exclusive systems, developed by SMART™ Technologies, the rights for use of the name, and assistance. We will provide you with initial training and operating strategies, technology, marketing, as well as advise you on management through ongoing support.

Owning with SMART™ reduces your investment risk by enabling you to be a part of the most experienced company on the market to date.

- You get to be your own boss.
- Hard work and long hours directly benefit you, rather than increasing profits for someone else.
- Earning and growth potentials are limitless.
- A new venture is exciting!!
- Running a business will provide endless variety, challenge, and opportunity\$...

Can I do it?

Everybody asks this question - and the answer is YES!

So, what's stopping me?

Lots of people think about starting their own business - sometimes they think about nothing else for years and years! Sound familiar? So, what's stopping you?! Usually it's fear of the unknown, the fear of taking a risk. That's where SMART™ comes in. Owning with SMART™ reduces your investment risk by enabling you to associate with one of the oldest, most experienced SMS marketing companies in the world.

Think for a moment...

It's easy to believe we haven't got what it takes to run our own business. But stop and think for a moment. Have you really never faced a challenge? Never pulled out all the stops and done more than you thought you could?

Have you ever...

- Got through a job interview
- Stopped smoking
- Had children
- Passed your driving test
- Coped with divorce or illness
- Moved house
- Succeeded in losing weight
- Organized a holiday
- Run a household

Because if you have, you already have the skills it takes to run your own business. Now you just need to get SMART™!

You won't know until you try!

Sometimes we are our own worst enemies, thinking we can't do things before we even try.

Ask yourself instead, 'Do I want it?'

If the answer is yes, then don't let doubt stand in your way. Give yourself a chance by at least finding out more about it.

You might surprise yourself at what you can do!!

Visit us at www.smartentgroup.com

If you are serious about deciding your future, please email us at: info@smartentgroup.com... And remember

