

Are **you** on the button?



**texxi** - the taxi you text!

**WHAT IS IT?**

**WHAT DOES  
IT DO?...**

By simply using SMS, texxi creates a safe, practical and friendly way to share taxis at peak times.

[www.texxi.com](http://www.texxi.com)





# texxi - the taxi you text!

## WHY NOW?

- Rising oil/fuel prices
- Huge expense of creating new public infrastructure
- Need for population to look at viable alternatives
- Likely to be Government boosted

[www.texxi.com](http://www.texxi.com)



**texxi** - the taxi you text!

# WHAT'S IN IT FOR TELSTRA?

- The **texxi** button - a great new reason for people to upgrade or buy a new mobile phone
- More people using SMS and 3G services on **Telstra** network
- Increased market share
- Independent income stream – trip revenue and not just from AirTime minutes
- Opportunity to get more people 'texting'
- Strengthening the **Telstra** brand

[www.texxi.com](http://www.texxi.com)



# texxi - the taxi you text!

## WHY NOW?

- Rising oil/fuel prices
- Huge expense of creating new public infrastructure
- Need for population to look at viable alternatives
- Likely to be Government boosted

[www.texxi.com](http://www.texxi.com)







**texxi** - the taxi you text!

# INCREDIBLE BRANDING POTENTIAL

The **Telstra texxi Phone** -  
the only phone with a  
**texxi** button!

Just imagine the brand  
awareness benefits of an  
exclusive 2-year deal with  
**texxi**

[texxi.com](http://texxi.com)

**texxi**  
the taxi you text



**texxi** - the taxi you text!

## **FASTER SMS - MORE USERS**

Some people find using  
SMS cumbersome.

**texxi** will revolutionise all  
this with faster texting.



texxi.com



**texxi** - the taxi you text!

**MORE SMS -  
MORE  
REVENUE**

Low call rates, fixed schemes etc.  
means Telephone Companies always  
looking for alternative revenue streams.

**texxi** will increase **Telstra's** revenue  
without you lifting a finger.

**Telstra** customers will increase their  
texting via **texxi** promotions, giving you  
a competitive edge.

**And we'll market the whole new texxi  
concept nationwide for you!**

[www.texxi.com](http://www.texxi.com)





**texxi** - the taxi you text!

**NIGHTS OUT -  
SAFER ROADS,  
EXTRA  
REVENUE**

On a night out, some people will take their cars because of the difficulty finding taxis.

**Result?** Driving under the influence of alcohol.

**texxi** finds the taxi for them.

**Result?** More people get taxis and roads become safer.

**Plus additional revenue for Telstra Network.**

[www.texxi.com](http://www.texxi.com)



**texxi** - the taxi you text!

**SCHOOL RUN -  
CLEANER  
ENVIRONMENT  
EXTRA  
REVENUE**

School buses create more carbon emissions than a few taxis.

Mum taking kids to school creates traffic jams.

With a shared **texxi** taxi, more children get to school, faster and for less cost. Reduced traffic jams and reduced CO2 emissions.

**Plus extra revenue for Telstra.**

[www.texxi.com](http://www.texxi.com)





**texxi** - the taxi you text!

**SUPERMARKET  
SHOPPING -  
HAPPIER  
HOUSEWIVES,  
EXTRA  
REVENUE**

Hypermarket (Aspley) offers  
**FREE texxi trips.**

Five Housewives/Senior Citizens in  
Bridgeman Downs need shopping  
and take up the offer.

**Free** trip for five to Hypermarket  
means more shoppers and  
increase in store revenue.

**Plus extra revenue for  
Telstra from SMS and texxi.**

[www.texxi.com](http://www.texxi.com)



**texxi** - the taxi you text!

**MORE SMS,  
MORE  
PREMIUM  
SERVICE  
USE**

People will want to use **texxi** because:

- Saves money
- Easy to use
- Faster
- More convenient

As more people discover the **texxi** service, **Telstra** gains more revenue from increased SMS use and more revenue from the **texxi** concept.

**That's two new additional revenue streams not previously available.**

[www.texxi.com](http://www.texxi.com)





# texxi - the taxi you text!

## MAKING LIFE EASIER

Summoning a taxi via one-touch SMS will be the best way for people to take advantage of the **texxi** service.

With the **texxi** button, SMS is not just for the young anymore.

And think of future **m-commerce possibilities** – buying flowers, booking parking spaces etc.

[www.texxi.com](http://www.texxi.com)



# texxi - the taxi you text!

## A UNIQUE

All developed phone networks face the triple challenge of VoIP mobiles, flat tariff call plans and low take-up of 3G services.

texxi is a unique opportunity to change this in **Telstra's** favour – to your competitors' cost.

With an investment on AUD10m, **Telstra** could now secure the rights to what could be a total revolution in combined transport and information broking.

## OPPORTUNITY

[www.texxi.com](http://www.texxi.com)





**texxi** - the taxi you text!

**CONCLUSION**  
**texxi is sexxi!**



texxi.com

Are **you** on the button?

Telstra®

texxi

**texxi**  
the taxi you text