

## Mydetails.biz Media Release

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### Internet Powered Business Cards

**Business cards become dynamic when connected to the internet.**

Australian company [mydetails.biz](http://mydetails.biz) is now automating the transfer of business card details over the internet. Once downloaded, clients can easily find contact information in their familiar email program. Information accuracy is maintained through an optional update notification.

The business card hasn't changed much over the years, but the way people use the information has changed dramatically – everyone uses email. Somehow the information must get from business cards to clients' computers.



It seems that a lot of companies don't manage business card information well. "Entering information from business cards is a tedious process that is put off or abandoned. Then your details become susceptible to poor filing or being lost," says managing director Andrew Hubble. "Our solution makes sense considering the cost to reach prospective clients."

Mydetails.biz links traditional business cards with an online version. Clients can then download a subscriber's contact details straight to their email address-book at no cost. The system operates with major email programs and doesn't require additional software.

Download requests can initiate from a free toolbar. "Companies receive increased website traffic as clients now have a practical reason to visit their website," Mr Hubble added. Alternatively subscribers can annotate their business cards with 'Download from [www.mydetails.biz](http://www.mydetails.biz)' where searching can take place.

Access can be limited by setting your mobile or direct number as the searchable telephone number. “In the typical scenario, the recipient has your business card – they just want your details electronically.” said Mr Hubble.

Another useful feature is the client update function. Changes to company or personnel information are easily broadcast to those who requested to be notified. “This link with prospective clients is completely new and highly professional. Everyone has outdated business cards – now there’s a way to ensure your company’s is not among them,” he said.

On the subject of privacy he said, “Naturally we comply with Australian regulations. Subscribers and website visitors only receive requested information. We charge a small annual fee for a valuable service – there is no hidden agenda.”

A description of company strengths that can’t fit on a business card is another feature. Downloaded subscriber details can contain information about key products/services, awards, qualifications, compliances and other textual data.

Mydetails.biz is a simple CRM tool that any business can employ. For more information visit [www.mydetails.biz](http://www.mydetails.biz).

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