



## **IKIVO AND NUNET TEAM UP TO ENRICH MOBILE TV EXPERIENCE**

**Barcelona, 12 February 2009:** NUNET AG, the world leader in delivery of mobile TV channels and video-on-demand services, has signed a global partnership agreement with IKIVO, the number one European provider of mobile rich media technology.

NUNET are specialists in video management for broadband, mobile and IPTV and run more than 300 mobile TV channels across 20 countries, for providers such as Vodafone, Telenor and Vodacom plus the first fully converged and fully-managed video-on-demand platform supported by targeted video advertisement.

IKIVO's Enrich product family ensures, that NUNET users, experience vastly improved and enriched TV services. IKIVO Enrich technology also ensures that NUNET's content is consistently reproduced across all types of devices, including mobile phones and set-top boxes. The IKIVO solution will work across multiple platforms and devices.

More functionality for the user interfaces is to be added during 2009, including interactive widgets, advertisements and performance boosted through hardware acceleration. In addition, proprietary solutions by the various operators working with NUNET will be developed.

"We are very excited about working with NUNET, the world's leading mobile TV provider, on improving and streamlining the visual consistency of its services. Our Enrich products allow NUNET to concentrate on content, while we take care of the user experience across multiple devices. This partnership re-affirms our technology leadership, enabling us to expand into new market segments." says Huw W. Hampson-Jones, CEO of IKIVO.

"We are delighted to strengthen our relationship with IKIVO, who are renowned for its fantastic work in bringing a unique and converged user experience to mobile devices and setup boxes. Together with our long experience of content delivery towards all screens the partnership enables us to even further provide a constant renewal of innovative services to our customers," says Arnd Froehlich, CEO of NUNET.

The first IKIVO-powered NUNET mobile TV services will air in 2009.

Visit IKIVO and NUNET at Mobile World Congress in Barcelona, 16-19 February:  
IKIVO's booth 2F13 in hall 2  
NUNET's booth 2H47 in hall 2

(ends)

### **About IKIVO**

IKIVO is the leading supplier of rich media application enabling solutions based on open standards, with a deployed base of more than 350 million mass-market and open OS mobile phones. These solutions empower mobile operators, mobile device manufacturers and media companies to deliver rich compelling services such as interactive user interfaces, mobile TV, mobile advertising and on-device portals. The

IKIVO product portfolio includes modular sophisticated technology for embedding and over-the-air delivery, in addition to industry standard tools for the development and deployment of rich media mobile applications and solutions. For more information, please visit [www.ikivo.com](http://www.ikivo.com)

### **About NUNET**

NUNET's core competence lies within the area of content aggregation, enrichment and distribution for audio and video content. NUNET is known for its advanced mobile TV streaming and its latest video-on-demand service development. These services are completed by sophisticated customer management tools, a business intelligence solution as well as a 3-screen advertising environment. NUNET has very strong relationships with various content owners and mobile network operators as well as internet service providers. For more information please visit [www.nunet.de](http://www.nunet.de).

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