



## **Ikivo powers Bundesliga on Symbian and open OS devices for second season running to the delight of Vodafone D2 soccer fans**

*Vodafone joins growing list of major Mobile Operators to base their rich media service offerings on Ikivo's Enrich Application Framework*

**Stockholm, Sweden – 31<sup>st</sup> of January, 2008** – Vodafone New Service Development - Infotainment selected Ikivo to roll out the next phase of Bundesliga following the success of last year's first Bundesliga season. The Vodafone BundesligaPlayer (Phase II), is now being rolled out to many more devices and includes major improvements such as an improved and more intuitive user interface, quicker response times and the inclusion of 2<sup>nd</sup> division content. Additional features include dynamic result tables and further user generated content personalization.

'We are excited to be part of the success of Bundesliga Live! nominated for Best Mobile Video Service at the forthcoming 2008 GSMA Global Mobile Awards' Says Samuel Sweet, VP Sales EMEA. 'Ikivo's solutions built on standards, deliver the most addictive mobile user experience possible today. More than 8 Mobile Operators across Europe have chosen Ikivo to deliver their mobile TV or On Device Portal services across multiple platforms including Symbian, Windows and Linux.'

'We are pleased to have collaborated again with Ikivo. There was no other supplier that could meet our expectations, says Carsten Schwertfeger at Vodafone 'We share with Ikivo a common view of the world and Ikivo are fast becoming leaders in combining the best web technologies to power next generation mobile applications using open standards.'

Combining the vendor-neutral open standard Scalable Vector Graphics (SVG) with a set of Ajax web technologies has proven to be a winning formula for deployment of extendable and flexible mobile rich media services that drive data revenues and increase user retention. Extending external web services by combining them with interfaces to device resources and applications such as cameras, messaging agents, gps, and media players empowers Enrich Solutions to deliver a seamless on-line and off-line user experience.

### ***About Ikivo***

Ikivo is the leading supplier of rich media application enabling solutions based on open standards, with a deployed base of more than 250 million mass-market and open OS mobile phones. These solutions empowers mobile operators, mobile device manufacturers and media companies to deliver rich compelling services such as Interactive Mobile TV, Mobile Advertising, On-Device Portals and Mobile Music. The Ikivo product portfolio includes modular sophisticated technology for embedding and OTA delivery, in addition to industry standard tools for the development and deployment of rich media mobile applications and solutions.

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