



Ikivo announces world's first range of fully customizable mobile rich media solutions based on open standards

White label solutions for On-Device Portal, Mobile TV and Mobile Music based on the Ikivo Enrich Application Framework

Stockholm, Sweden – 30th of January, 2008 – Ikivo AB, the leading provider of standards based rich media software for mobile devices, today announces the next generation of its successful Enrich product suite.

Dating back to the end of 2006, numerous leading mobile operators have successfully deployed compelling rich media solutions into production environments using the Ikivo Enrich Application Framework. Building on this success, Ikivo announces the next step of its Enrich offerings by launching customizable solutions for highly compelling mobile services, starting with Mobile TV, Mobile Music and On-device Portals.

Ikivo Enrich Solutions include customizable products for delivering On-device Portals, Mobile TV and Mobile Music, ensuring rapid time to market. In order to maximize a mobile operator's reach, Ikivo extends the Enrich Application Framework support to cover not only all open OS mobile phones, but to also include Java devices. Deploying a uniform service across device platforms ensures maximum market reach while simultaneously decreasing the cost of maintenance.

"Looking at the success of the iPhone and Web 2.0 services, it is now obvious that graphical richness, Internet access and open standards have become very important to secure the success of mobile services." says Magnus Zetterberg, VP Business Development, Ikivo.

"With our long tradition of graphics, mobile technology and experience of delivering live services, Ikivo has proven to be perfectly suited to deliver solutions for mobile rich media services."

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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