



Ikivo Announces 'Ikivo Enrich' Product Family

New tools and client offerings that bring mobile rich media to life!

Stockholm, Sweden – 8 February, 2007 – Ikivo AB, the leading provider of standards based rich media software for mobile devices, today announces its new product family, 'Ikivo Enrich'. Comprising 'Enrich Clients' and 'Enrich Tools', this product suite supports the end-to-end development of advanced rich media services such as Interactive Mobile TV, on-device portals, mobile advertising and music services.

With more than 150 million Ikivo powered devices in the market, the Ikivo Enrich Product Family builds on Ikivo's mobile heritage and continues its dominance in the mobile rich media market. These new solutions will empower operators, handset manufacturers and application developers, to create and deploy compelling, interactive, context aware rich media services for both mass-market and OpenOS mobile phones. And unlike other industry products, the Ikivo Enrich Product Family is based on Open Standards and is designed specifically for the mobile industry rather than the desktop.

"Ikivo Enrich signifies our continued commitment to the mobile industry and to the development of advanced rich media services. Ikivo Enrich is being used by leading European mobile operators where Ikivo's Rich Media Client is powering the mobile phones and Ikivo's tools are being used to develop and design new services such as Interactive Mobile TV." comments, Magnus Zetterberg, VP Sales & Marketing, Ikivo.

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About Ikivo AB

Ikivo AB is instrumental in driving industry standards and in helping to shape the future of mobile rich media services worldwide. As a pioneer of software solutions for Mobile SVG, Ikivo has become the leading supplier of standards based rich media solutions for mass market and OpenOS mobile phones. Its range of products, the Ikivo Enrich Product portfolio, empowers mobile device manufacturers, mobile operators and content creators to develop and deploy compelling rich media services. From content creation through to handset display, Ikivo's solutions are used to support a wide range of mobile services from Interactive Mobile TV, Mobile portals and music. Ikivo is an active member of the W3C and Khronos Group. www.ikivo.com

For further information about Ikivo, please contact:

PR Enquiries: Jason Bird / Louise Stewart-Muir
The EuroPR Group
+44 20 8971 6400
ikivo@europrgroup.com

Sales Enquiries: Magnus Zetterberg
VP Sales & Marketing Ikivo
+46 70 305 77 68