SurfKitchen Launches Mobile Internet Platform

Reading, UK February 9, 2009 - Delivering on its vision to bring the mobile Internet to mass market devices, SurfKitchen today unveiled the SurfKit Mobile Internet Platform. The new SurfKitchen technology platform overcomes the discoverability, usability and fulfilment challenges typically associated with delivery of mobile Internet applications and services by optimizing the user experience across an unrivalled range of devices.

Recent developments in the market have proven that by providing the right experience, dramatic improvements in mobile Internet usage will follow by subscribers. The SurfKit Mobile Internet Platform is designed to enable the operator to deliver an intuitive and compelling experience to users across an unrivalled range of handsets. It provides operators with a sophisticated applications storefront, an application launcher and a service creation environment – a widget runtime engine - which enhances mobile application/service acquisition and usability across the broadest range of phones. Its main components are:

SurfKit Storefront – A new applications store that streamlines the purchasing experience by providing a rich, operator branded on-device retail environment that:

• Enables users to browser, preview and purchase a broad range of applications and services.
• Seamlessly integrates with operator's existing content providers and platforms, including billing systems.
• Instils user confidence by allowing subscribers to preview mobile Internet applications and services prior to purchase.
• Delivers actionable insights by providing detailed reporting and analytics that allow services to be refined and modified throughout their lifecycle.

SurfKit Launcher – A single location for launching mobile applications and Internet services that:

• Gives operators the ability to create and manage their own set of customisable and updateable shortcut menus.
• Integrates seamlessly with SurfKit Storefront so that a purchased service appears automatically.
• Delivers an intuitive on-device experience that allows subscribers to customise their own experience and easily select and launch mobile applications and other Internet services.

SurfKit Widget Runtime – An on-device XML/Javascript widget runtime environment with a rich client server framework that:

• Enables operators to rapidly develop and deploy applications as widgets.
• Simplifies service creation through deep device integration and unparalleled cross platform support.
• Enables in-life management and updates to ensure Widget content remains fresh and relevant.

"The last 6 months in the mobile industry have been incredibly exciting. It's now well understood that providing choice to consumers and a great user experience are critical ingredients for success," said Michel Quazza, chief executive officer, SurfKitchen.

"The SurfKit Mobile Internet Platform delivers on these critical factors across the broadest range of phones; it allows mobile consumers to easily discover, purchase and actually enjoy using a broad range of applications and Internet services on the phone of their choice. It's this combined focus – on applications and services acquisition; usability and end-user experience across the broadest range of phones, that directly contributes to driving mobile data revenue".

To support integration and management of mobile Internet applications and services, the SurfKit Mobile Internet Platform includes an advanced reporting platform and a sophisticated server solution. SurfKit Mediation provides operators with insightful business intelligence into the use of mobile content and services, while SurfKit Server supports integration into the operators' infrastructure and provides a central control point for all SurfKitchen on-device applications.

About SurfKitchen

SurfKitchen is uniquely focused on providing mobile operators and their partners with the ability to deliver the optimum mobile user experience for mobile Internet applications and services. Optimizing the mobile user experience allows mobile operators to build brand loyalty, reduce customer churn and drive the uptake of mobile Internet applications and services, resulting in increased mobile data ARPU.

SurfKitchen's solutions have been deployed by major operators throughout the world including Orange Group, Telstra, Telefonica Moviles Espana, Maxis, Cincinnati Bell Wireless and ALJAWAL (Saudi Telecom). For more information, visit: http://www.surfkitchen.com.