

Telstra Selects SurfKitchen to Power Innovative New Mobile User Interface

TelstraOne Experience Leverages SurfKit Mobile Internet Platform to Enable Users to Discover, Launch and Customize Services on the Device Home Screen

Reading, UK – May 5th, 2009 – SurfKitchen today announced that Telstra, Australia's leading telecommunications and information services company, has deployed the SurfKit Mobile Internet Platform to support the launch of TelstraOne Experience. This innovative, new mobile user interface gives subscribers 1-click access to the applications and services they regularly use on their mobile phone. Telstra selected SurfKitchen's mobile Internet platform technology to deliver integration to the idle screen on feature phones, allowing users to easily discover and launch mobile widgets, Internet applications, native applications and Web links.

“We know mobile users want a navigation experience that is intuitive and allows them to get to their favourite features quickly without having to hunt through endless submenus,” said Mr Ross Fielding, Executive Director, Telstra Product Management. “TelstraOne Experience delivers on our one-click vision, giving customers greater control over the services they want to use on their mobile phone. This means fast, easy access to the most popular applications and services like phonebook and calendar and social networking and search.”

Successful mobile application stores have proven that an intuitive user experience combined with compelling mobile services enables mobile operators to attract new customers and drive wireless data revenues. To extend this combination to mass market feature phones, Telstra selected SurfKitchen to deliver the TelstraOne Experience. Utilising [SurfKit Home](#), SurfKitchen's idle screen technology, Telstra is able to deliver a branded and highly intuitive user experience enabling customers to quickly and easily discover, launch and customise mobile services on the home screen of mass market devices.

“Revenue from mobile Internet services is now a critical element of operators' growth strategies and has the potential to significantly expand if data service usage can be increased on mass market devices.” said Michel Quazza, chief executive officer, SurfKitchen. “Telstra has always been at the forefront of innovative wireless products and services and the launch of TelstraOne Experience sets another industry milestone. Combining a diverse range of mobile Internet services with the personalisation, discoverability and usability that mobile subscribers are increasingly demanding will help attract new users and drive mobile data revenues.”

TelstraOne Experience utilises the SurfKit Mobile Internet Platform to provide a highly personalised, seamless user experience. The experience is surfaced to the idle screen using SurfKit Home, and integrates [SurfKit Launcher](#) to provide a customisable launch pad for the range of services the mobile subscriber has selected. [SurfKit Storefront](#) streamlines the purchasing and installation of the mobile services, and [SurfKit Widget Runtime](#) provides a range of on-device widgets such as news and weather. The culmination of these products delivers an unrivalled 1-click, 1-touch, highly personalised user experience.

SurfKitchen has been working with Telstra since 2004 and its technology is installed on over 1.5 million devices covering almost 60 different device models. Telstra selected SurfKitchen technology to support the launch of Telstra Downloads, an on device retail solution for mobile content downloads. Based on the success of that deployment, Telstra extended its relationship with SurfKitchen in 2005 to launch its Next G mobile services and applications portal, Telstra MyPlace.

To view TelstraOne Experience Demo [click here](#)

About Telstra We are Australia's leading telecommunications and information services company, with one of the best known brands in the country. We offer a full range of services and compete in all telecommunications markets throughout Australia, providing more than 9.3 million Australian fixed line and 9.3 million mobile services, including 4.4 million 3G services.

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 user experience helps build brand loyalty, reduce customer churn and drive the uptake of mobile Internet applications and services, resulting in increased mobile data ARPU.

SurfKitchen provides a Mobile Internet Platform that delivers a personalised, compelling and intuitive on device experience for subscribers to discover, acquire and use the broadest catalogue of mobile internet applications and services on the widest range of smart phones and feature phones including Symbian Series 60, Microsoft Mobile 5&6, Java J2ME MIDP2, BREW 3.1.5, RIM BlackBerry and Android platforms.

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>.