

# SurfKitchen Extends On-Device Portal Market Leadership with Unrivalled Mobile Device Coverage

CTIA - San Francisco, CA – SurfKitchen, the market leader in On-Device Portal (ODP) applications, today announced that its SurfKit Phonetop product suite is available on BREW and RIM BlackBerry platforms. By extending its cross-platform reach, SurfKitchen is able to provide unrivalled mobile platform support, with its SurfKit Phonetop product suite available on feature and smart phones across Symbian Series 60 and UIQ, Microsoft Mobile 5&6, Java J2ME MIDP2 and now BREW 3.1.15 and RIM BlackBerry platforms.

To drive the growth of mobile data services across a broadening range of devices, carriers are seeking to offer a personalized, consistent and intuitive user experience. SurfKit Phonetop enables this by providing a single, branded and visually engaging experience that can be deployed across a broad range of feature and smart phones. This consistency allows carriers to build consumer confidence in accessing and consuming data services, while vastly simplifying service creation through a standard platform for application development.

“There are over 3 billion mobile subscribers in the world”, said Michel Quazza, chief executive officer, SurfKitchen. “To significantly increase data ARPU, carriers need to be able to offer an enhanced and personalized user experience not only on high end devices, but across their entire device portfolio. This is why SurfKitchen is focused on cross-platform reach and with BREW and RIM, we now support more device platforms than any other ODP vendor.”

The addition of BREW and RIM device coverage supports SurfKitchen’s expansion in North America and builds on last years’ integration of SurfKit Phonetop with Qualcomm’s uiOne. The announcement reinforces SurfKitchen’s commitment to developing an intuitive, cross platform user experience that enables mobile subscribers to quickly and easily access mobile data services regardless of their device.

## Supporting Resources

### Related Press Releases

- SurfKitchen Announces First North American Customer to Launch
- SurfKitchen Announces SurfKit Phonetop... Next Generation ODP Means ‘Zero Click’ Access and Real User Choice
- SurfKitchen Announces Integration of Qualcomm’s uiOne Offering with its On-Device Portal Applications

### White Paper

- Bridging the Platform Divide: <http://www.surfkitchen.com/press-centre/white-papers/>

### Additional Resources

- On-Device Portal Resources: [http://delicious.com/On\\_Device\\_Portals](http://delicious.com/On_Device_Portals)

## About SurfKit Phonetop

SurfKit Phonetop is an integrated suite of on-device applications designed for operators to significantly improve mobile data service delivery and consumption. The SurfKit Phonetop suite delivers real service choice for customers, ‘zero-click’ discovery and a range of sophisticated new analysis for service lifecycle management. This next generation of ODP means operators can meet subscriber demand for a broader, more relevant choice of content services through a ‘mobile optimized’ widget framework.

## About SurfKitchen

SurfKitchen is uniquely focused on delivering a compelling user experience on mobile. Simplifying the end user experience improves subscriber satisfaction, encourages adoption and promotes operator brand identity.

SurfKitchen's platform enables digital content to be sent over-the-air to a broad range of feature phones and smart phones across Symbian Microsoft, Java, BREW and RIM platforms. This enables operators to ensure that the most up to date content is always available to subscribers. The SurfKitchen experience can be tailored according to operator market segmentation, encouraging increased customer loyalty and ultimately reducing churn.

SurfKitchen's solutions have been deployed by major operators throughout the world including: Cincinnati Bell Wireless, Orange Group, Telstra, Telefonica Moviles España, Maxis, ALJAWAL (Saudi Telecom) and Etisalat. This list of high profile customers, combined with SurfKitchen's unique expertise, has resulted in SurfKitchen becoming the market leader in On-Device Portal Applications delivering a customised user experience. For more information, visit: <http://www.surfkitchen.com>