

## **SurfKitchen Revolutionizes Audience Participation During Sports and Entertainment Events**

**Reading, UK September 29, 2005-** SurfKitchen has announced the launch of its SurfKit Lite mobile solution allowing operators to provide customers with a unique dynamic branded user interface for large one-off events such as the Football World Cup, the Olympics and Pop Idol. Operators will now be able to offer tailored content such as news, ringtones, wallpapers, games, music and voting that is event-specific.

SurfKitchen powers the Dynamic User Experience (DUE) and has already transformed mobile use world-wide for its customers including Orange, O2, Telenor, Telefónica Moviles, TIM Italy, TIM Greece, MTC-Vodafone and Telstra.

The launch of SurfKit Lite will help to drive the dynamic user experience forward. The support of content as well as links to WAP services, Premium SMS numbers, Premium Voice numbers and phone applications will prompt user interaction driving revenue for network operators and content providers. For example; during the three week long Football World Cup, fans would be able to access services through a unique Graphical User Interface (GUI) such as player profiles, latest scores, game stats and video. This delivers a superior user experience to alternative browser-based solutions as subscribers are given quick, easy access to mobile content and data services that are pushed directly to their handsets.

The client has been designed to be used for mass market events and supports the widest range of devices; both smartphones and feature phones. It is quick to auto-install over-the-air and can be automatically un-installed at the close of the event.

Operators and content providers will be able to offer a consistent user experience through a branded GUI with fresh content that is continually pushed to all devices. The faster and easier discovery of content will drive usage and increase the take-up of operator data services, ultimately increasing ARPU.

SurfKit Lite also includes content preview and content 'gifting' capabilities; operators will be able to offer free downloads or provide subscribers with special offers on content or merchandise. Satisfying the user's need for choice, personalisation and sharing will further drive revenue for operators and the content providers.

"SurfKit Lite shows SurfKitchen's continuing commitment to delivering a rich and unique user experience for mobile users. It ensures that users enjoy and actively participate in events with true interaction. As the mobile data market grows, we are ensuring that content delivered is fresh, relevant, quick to discover and easy to consume" explains Michel Quazza, CEO of SurfKitchen.

### **About SurfKitchen**

SurfKitchen powers the Dynamic User Experience (DUE) and transforms mobile use world-wide. It is the leading mobile software provider that enables any organisation to rapidly and cost effectively offer advanced mobile data services and to remotely customise the look and feel for the end user. SurfKitchen is currently featured in the Sunday Times' Tech Track 100 and is one of the best-performing and innovative high-tech private companies of Europe and Israel in the fourth annual Tornado100 list from Tornado Insider magazine. Since the launch of its flagship software SurfKit Mobile™ in May 2003, SurfKitchen now includes O2 UK, Telstra, O2 Germany, Orange, Telenor, Sonofon, Telefónica Moviles, TIM Italy, TIM Greece, MTC-Vodafone Kuwait and Smart Global amongst its customers. For further information visit: [www.surfkitchen.com](http://www.surfkitchen.com).