

# Press release

March 2009

## **Movidilo to attend one of the major wireless technology trade shows, CTIA Wireless to exhibit its advanced multimedia solutions for mobile devices**

Movidilo announces that it will be present at CTIA Wireless 2009, one of the most important trade shows for the wireless and broadband technology sectors, to take place in Las Vegas from 1-3 April, 2009.

Movidilo will be found on **stand 7502-J** where it will exhibit the complete portfolio of multimedia mobile solutions with live demonstrations of the technology and functionalities available.

Movidilo is an advanced mobile solutions provider for **advanced self-service, marketing and value-added solutions** for mobile operators, banking entities, media agencies and other large enterprises looking to provide the highest level of usability, personalization and interactivity in the services offered to their customers in the mobile channel.

Thanks to its innovative technology platform for mobile services, Movidilo solutions make it easy to transform the main business processes in companies into intuitive mobile solutions for mass deployment and adoption.

**Movidilo Care** is a mobile solution designed to offer customers of telecommunications operators and large enterprises, the capacity to self manage all their interactions with customer care services from their handset terminals. As in all Movidilo solutions, Care is marked by a highly friendly, agile and interactive user interface that makes the most of the mobile channel, by personalizing the solution to each individual user, updating content transparently and enabling two-way communication with all other channels used for customer services.

With the financial sector in mind, **Movidilo Banking** offers customers of banking entities a new channel in their mobile phones for performing the main banking transactions in a pleasant, personalized and interactive way via an attractive interface with the highest level of security.

**Movidilo Marketing** is an innovative mobile solution targeted at companies and agencies that want to fully leverage the mobile channel and technology for promoting their products and services. Movidilo Marketing allows for planning and performing advertising actions in the mobile handset in a pleasant, interactive and non-intrusive way. This solution also offers advertisers full control over the messages to transmit in their campaigns, making it easy for them to adapt and personalize the content for each consumer segment. The outcome with Movidilo Marketing is a far better user experience which translates into acceptance and redemption rates that are higher than with other traditional channels.

### **CTIA Wireless 2009**

CTIA WIRELESS 2009 is the premier international trade show in wireless and broadband communications. This year's event expects to witness the convergence of more than 1,200 exhibiting companies across a wide range of industries and over 40,000 professionals from more than 125 countries.

The international CTIA WIRELESS 2009 convention venue offers more than 40,000 square metres of exhibit space and 20 technology pavilions.

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**About Movidilo**

Movidilo offers advanced self-service, marketing and value-added multimedia solutions in mobile handsets. It is a subsidiary of Ydilo A.V.S., the leading company in advanced voice solutions using natural language recognition technologies and managed services.

The Movidilo multimedia/multimodal solutions platform was first developed in 2005 and has recently become a technology of reference among large corporations for the provision of advanced mobile self-service multimedia services.

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