

Press Release

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Movidilo presents its advanced self-service solutions for mobile handsets at the Mobile World Congress

At the event, the company will showcase its customer care, marketing and value-added solutions for mobile handsets

Movidilo announces it will attend the 2009 edition of the Mobile World Congress taking place in Barcelona from 16th February to 19th February at the Fira de Barcelona.

Movidilo is a provider of advanced mobile Customer Care, Marketing and Value-Added solutions targeted at telecom operators, banks, government bodies, media agencies, advertisers and other enterprises that want to offer their customers advanced services by leveraging the new mobile channel. With this in mind, Movidilo has designed a portfolio of mobile solutions that are highly user-friendly, personalized and interactive to specifically address the challenges for these customers..

At **stand 2.1D46 (2-1)**, Movidilo will showcase the benefits of its solutions offering, including Movidilo Care, Movidilo Marketing y Movidilo Search & Fun!, with live demos for each one. The richness of this portfolio lies in the capabilities and functionalities of the unique underlying technology platform. These make it easier to transform complex business processes into intuitive mobile solutions that are, easy to deploy for mass adoption.

Movidilo Care is a mobile solution specifically designed to provide end user customers of mobile operators and large enterprises with the capacity for managing personalized interactions for customer care services directly from their handsets. Its novel interface stands out for its high usability, agility and interactivity that exploits the mobile channel and allows each user to enjoy the benefits of personalized customer care with transparent content updates and even enable two-way interaction through all other channels used for customer services.

As part of the portfolio for self-service mobile solutions, **Movidilo Banking** was developed as the ideal solution for customers of banking entities, since it offers a secure and friendly channel for managing the most common operations from their personal mobile phones. Special interactive offers and promotions are also offered and targeted to customers in an attractive and personalized way—all of this under maximum security to protect data communications between the customer and the bank.

Enterprises and advertisers in search of new and better ways to promote their products, services or even their brand through the mobile channel have **Movidilo Marketing** at their disposal. The purpose of this solution is to allow interactive and personalized marketing actions to be planned and launched in mobile handset in a friendly and non-intrusive way through an attractive and agile interface that supports all types of multimedia content. Advertisers can fully control and follow up their marketing messages and campaigns, adapting them to target their consumer segments. This offers better campaign acceptance and redemption results than other traditional channels, as well as a far richer user experience.

Movidilo Search & Fun! is a solution designed to access entertainment services, social networks, ticketing, searches, location-based services and m-commerce, among others through a powerful interface. It dynamically integrates all third-party contents and value-added services from external partners and providers and automatically updates these transparently for the end user.

Mobile World Congress

Under the theme of "Think Forward", the 2009 World Mobile Congress will focus on key issues of interest to the mobile industry such as mobile security, mobile advertising and entertainment, location-

based services and mobile banking, among others. All of which already are prominent in Movidilo's portfolio of solutions.

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 through state-of-the-art voice recognition technologies as well as Managed Services.

Movidilo is committed to help their business customers leverage the business opportunities offered in a new mobile world as well as to extend their reach to a greater public with a range of novel multimedia and multimodal feature-rich solutions.

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.

Movidilo technology has been also internationally recognised and is currently pending US patent, confirming its position as one of the leaders in multimedia solutions for mobile self-service.
