

# Press release

October 2008

## **Movidilo solutions ship to the iPhone**

Movidilo is pleased to announce that their advanced mobile solutions are now also available for the iPhone™ from Apple®. This is a move towards offering a richer user experience all round by both enjoying the benefits of the revolutionary mobile handset together with the pioneering capabilities Movidilo offers for creating cutting-edge mobile applications.

The friendly iPhone already transcends user interaction through its unique multi-touch screen for easy tapping and navigation, and by enabling sophisticated multimedia content for an attractive interface. At the same time, the agile and fast interface, together with these new capabilities, increases the potential for new and interesting commercial opportunities in the market for advanced mobile applications.

Movidilo solutions, built upon the company's broad and sound expertise in the mobile industry, now connect and make the most of these new features and functionalities through its innovative technology platform to open up a mobile channel for businesses, integrating with enterprise backend systems seamlessly. Multimodal speech recognition built into Movidilo solutions also confers a far more satisfying experience to the user. Tighter integration with third parties and enterprises processes and systems for reliable information and service delivery in Movidilo solutions over iPhone devices is a reality too.

Our solutions are empowered by the unique capacities and functionalities of the Movidilo technology platform that makes it easy to transform complex business processes into intuitive mobile solutions ready for mass adoption. Enterprises wishing to explore new opportunities for better business communication and services in the mobile channel with our value-added Movidilo solutions, can now do this with the iPhone too. The highly visual and pleasant interface of the iPhone adds to the rich usability of all Movidilo solutions to smooth out day-to-day activities between customers and businesses.

Intuitive customer self-service from the mobile device is possible with Movidilo Care which allows customers of telecom operators, banks or large enterprises to manage their own personalized activities directly in the mobile channel. Fast tracking customers to quicker and more efficient customer services with these mobile self-service solutions is also made simpler by making the most of mobile handset features. The richness of the iPhone user interface will encourage customers to reuse the intuitive Movidilo mobile solutions, allowing enterprises to extend their reach and leverage the mobile channel better.

The Movidilo technology platform can also deliver on the promise of successful mobile marketing solutions. Movidilo Marketing stands out for its novel capacity for high-impact mobile marketing campaigns that brands can implement, creating a true two-way interactive communication channel between the customer and the business—which the market has not been able to do in the past easily—facilitated by end-to-end integration with corporate systems and processes for a more personal and non-intrusive user experience. The powerful Movidilo technology transforms the iPhone into a vehicle for mobile marketing by making the most of all handset features—advertising networks and agencies can now enjoy greater flexibility in designing more effective and appealing multimedia campaigns unhampered by the previous limitations for the interface.

The innovative Movidilo solutions, now available on the revolutionary iPhone, offer users a rich and novel mobile application experience that will both inevitably boost their perception of customer services, brand awareness, and marketing campaigns in the mobile channel.

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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 solutions for Contact Centres and Managed Services through advanced voice recognition technologies.

Movidilo is dedicated 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 world leaders in multimedia solutions for mobile self-service.

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