

Press release

May 2009

Movidilo announces the availability of its new mobile applications platform 4.0 release

Pervasive reach to a larger mobile phone market, improved mobile display, increased usability, and easier management of all Movidilo solutions with the new 4.0 platform

Movidilo is pleased to announce the 4.0 release of its technology platform. In the spirit of continuous improvement, our next-generation platform delivers increased pervasiveness, usability, and speed which all have a marked positive effect on the mobile user experience.

Just as important, this platform now also has a newly improved application management framework for rapidly developing and deploying Movidilo applications for mobilizing enterprise services. Increased componentization of the 4.0 platform with this upgraded framework facilitates consistent and controlled mass development and deployment to many more heterogeneous mobile handsets with the highest level of quality.

Greater pervasiveness allows for easier and quicker accommodation of new mobile phones as they come on to the market. The mobile client is even lighter than before. The optimized memory footprint means that there is even less dependency on the resources offered by mobile phones. The communication system between mobile handsets and the Movidilo server has been fine-tuned to improve overall performance by more intelligently distributing, loading and updating content over the air for maximum efficiency.

The new platform enhancements make for more agile and easier management in developing, deploying and maintaining Movidilo applications designed for automating and taking enterprise services and functionality to the mobile channel. Additionally, all automatically provisioned updates to reflect evolving changes in enterprise services in any Movidilo solution are faster and totally transparent to mobile users.

The changes made to the platform have a multiple-pronged effect on the user experience in all Movidilo solutions. Usability has been extended by new support for the improved touch screen functionality in mobile handsets. Rendering graphics has been optimized. Enhanced content delivery to the mobile interface is achieved via improved advanced caching mechanisms that better manage partial content updates and loading times to the mobile screen.

The outcome is that users can now perceive smoother navigation and faster than ever display of all sorts of multimedia-rich content, enabling enterprises to confidently roll out more complex and feature-rich mobile services to their customer base..

“We are extremely pleased with this new milestone, as it marks a big stride forward towards our goal for stronger market leadership,” said Domingo López Montesdeoca, “Our new 4.0 platform prepares the ground through increased pervasiveness, highly competitive usability and agility, as well as excellent and shorter development and deployment cycles—all features that we feel our clients strongly benefit from.”

MOVIDILO

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About Movidilo

Movidilo is a provider of advanced multimedia-rich mobile solutions to help their clients take their customer care, marketing and value-added services to the mobile channel. It is a subsidiary of Ydilo A.V.S., a leading provider of managed services and advanced voice solutions based on natural language recognition technologies.

Movidilo is committed to helping their customers leverage the business opportunities offered in the mobile channel and to extend their reach to a larger public with novel feature-rich solutions designed around usability and interactivity.

First developed in 2005, the Movidilo platform has since then become a technology of reference among large corporations for advanced self-service solutions in mobile handsets.

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