

Press release

September 2009

New Movidilo technology for advanced widgets across diverse mobile platforms

Personalize any mobile handset with advanced Movidilo widgets to offer rich functionality

Movidilo announces its new technology line for developing advanced widgets in response to emerging market needs. The advanced Movidilo widgets allow the B2C market to offer a new range of novel mobile applications with a highly appealing and uniform user experience in a rich interface with limitless functionality and supported by a robust technology platform. These Movidilo widgets can be deployed in a huge range of mobile phones to reach out to a larger population.

While maintaining simple installation, discovery and use which mobile widgets are known to offer, this new technology goes much further to deliver an incredible user experience in the mobile channel—critical for attracting and retaining a large end-user population. Movidilo widgets make the most of high quality graphics and all kinds of multimedia features for an attractive and user-friendly interface. It is also now possible to render any service or value-added functionality of use to consumers on their mobile devices in new ways via the mobile interface.

Thanks to the underlying mobile technology in place, these Movidilo widgets can better manage both logic and data to offer richer functionality. The logic can reside on the mobile device locally and access external systems in real time. This makes for powerful live interactivity that provides instant information and content delivery and sharing between the mobile user and companies of all sorts. Two-way communication of this kind ensures immediate responses to requests for information initiated by end users in these widgets.

The transactional capabilities of our widgets are ideal for mobilizing all kinds of new and more complex services such as m-commerce, ticketing, social networking, marketing or leisure to name a few value-added services. End users will enjoy an entirely new and refreshing experience on the mobile for any service or value-added functionality created with dynamic Movidilo widgets.

In contrast, the majority of widgets in the market today typically only serve a single purpose, to display a nugget of information, or perhaps offer very simple logic. Communications with these widgets is purely one-way and only allows for static read-only transactions.

The ability to run on a broad range of mobile devices from a variety of different manufacturers is another unique feature of Movidilo widgets. Mobile platform and vendor independence is assured with this new Movidilo technology, guaranteeing a consistent and uniform user experience across devices.

Movidilo widgets are not only highly attractive and promise a stimulating user experience, but they are also easy to create, deploy and manage across many mobile devices through the unified mobile platform and development framework. Developers resort to open technologies such as Java, JavaScript and CSS, in addition to Movidilo's innovative technologies for the development of advanced mobile applications such as the MCD markup language. Anyone can make the most of the in-built development technology for rapidly creating advanced Movidilo widgets according to their needs—all supported by robust carrier-grade technology platform.

"The possibilities are enormous," said Domingo López Montesdeoca, the CEO of Movidilo, "Anyone can develop and deploy their own advanced widgets for the mobile channel with our technology and reach

MOVIDILO

Camino Cerro de los Gamos 1 Edificio 6 – 28224 Pozuelo de Alarcón. Madrid (España) Tel: +34 91 252 84 00 - Fax: +34 91 252 84 48

Pinewood Chineham Business Park, Basingstoke, Hampshire RG24 8AL (United Kingdom) Tel: +44 1256 698 046

www.movidilo.com

and engage a large end user community in a dynamic two-way relationship—without having to worry about mobile device diversity or heterogeneous mobile platforms.”

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.

Contact:

marketing@movidilo.com