

**PRESS RELEASE****O3SIS Unveils New Mobile Media Publishing and Over the Air Backup Products for User-Generated Content**

*Mobile Media Publisher Expands Revenue Opportunities and Strengthens Subscriber Loyalty for Mobile Operators*

**Barcelona, Spain, February 12, 2007** — O3SIS Information Technology AG, a leading provider of personal mobile applications and Over-the-Air data synchronization (DS) technology for first tier mobile operators and internet service providers, today announced the launch of an innovative new product for sharing and publishing multimedia content over the mobile network. On display now at 3GSM World Congress in Barcelona, Spain, Mobile Media Publisher enables mobile subscribers to easily backup, publish and share their pictures, music, videos, ringtones, and other content generated on their mobile phone with open and private communities.

With Mobile Media Publisher, mobile operators are able to capitalize on the rising popularity of mobile communities and user-generated content—Informa Telecoms and Media projects these areas to reach US\$13.1 billion by 2011. Mobile Media Publisher enables mobile operators to enhance their subscribers' "mobile life," creating a fun and addictive mobile experience that taps into their need to stay connected with family and friends and participate in larger communities anytime, anywhere. The Mobile Media Publisher also incorporates O3SIS' leading over-the-air backup & restore of contacts and files which safely stores and protects the users content in case their mobile device is stolen or lost.

Mobile Media Publisher gives subscribers an easy way to share their personal media library with both private and open communities. They can also upload content directly from their mobile phone to online communities like YouTube and Flickr, even send photos to photo processing companies like Kodak for simplified, on-the-go printing. With Mobile Media Publisher, users can generate and publish content from their mobile phone—giving them unprecedented flexibility to share life experiences as they happen. As a mobile-centric platform, Mobile Media Publisher leverages the increasing number of mobile devices with content generation capabilities—as the Gartner Group expects 81% of mobile phones to incorporate a camera by 2010.

“With the launch of Mobile Media Publisher, we’re able to give mobile operators a compelling road-map, extending from safeguarding subscriber data and push email to a new mobile experience based on user participation and community interaction,” said Dirk Dörre, CEO and CTO at O3SIS. “Our existing customers can leverage their investment, while introducing new value-added features that enhance their subscribers’ experience, spark viral growth in subscriber base, and continually increase customer loyalty.”

“Over the last few years, there continues to be an increase in the amount of user generated and shared content,” says Michael King, Research Director for Gartner. “There is a natural fit between user generated and shared content and mobility, we expect this

category to show significant growth over the next few years especially among young adults and teens.”

With Mobile Media Publishers, mobile subscribers can:

- Make personal content instantly available to anyone with a Windows Mobile, Symbian, or Java compatible phone
- Automatically alert designated contacts or groups via SMS, MMS, or email whenever new content is available
- Search media based on keywords
- Upload and publish content from the PC
- Rate published media and create albums
- Backup and Restore their media over the air
- Synchronize their address book over the air

O3SIS will showcase Mobile Media Publisher, along with its entire Unified Mobile Application platform, at Stand 2A118 at the 3GSM World Congress held in Barcelona, Spain from February 12-15.

#### **About O3SIS**

O3SIS unleashes the full potential of the mobile experience—bringing together content and communities and advancing communication through the O3SIS multi channel messaging platform for a more dynamic, productive, and connected mobile life. O3SIS enables mobile operators to build loyal subscriber communities and create additional revenue opportunities by accelerating the deployment of value-added services such as Mobile Backup & Restore, Mobile Media Publishing and Multi Channel Push Mail.

Since introducing its first mobile service in 1999, O3SIS has been a pioneer and market leader in the mobile industry, developing personal mobile data applications and standard-based over-the-air data synchronization technology that can be easily integrated into an operator’s existing infrastructure.

O3SIS’ innovative solutions are currently deployed by top tier mobile operators, including Vodafone Group, E-Plus, O2, and T-Mobile—with millions of users worldwide. Founded in 1996, O3SIS is headquartered in Germany with North American offices located in Northern California. For more information, visit [www.o3sis.com](http://www.o3sis.com) or contact [info@o3sis.com](mailto:info@o3sis.com).

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