

## **STREAMEZZO UNVEILS THE FUTURE OF RICH MEDIA SOLUTIONS FOR MOBILE DEVICES AT MOBILE WORLD CONGRESS 2008, HALL 7, STAND 7C28**

**Mobile World Congress 2008 (Hall 7, Stand 7C28) – Barcelona, Spain – 11 February, 2008;** Streamezzo, a pioneering software provider that is unifying the mobile ecosystem through its universal Rich Media Technologies™, today announced its breaking news, presentations and in-booth demonstrations for Mobile World Congress 2008, which begins today:

### **Streamezzo Unleashes Its Open Development Platform for the Mobile Ecosystem**

Today Streamezzo announced the general availability of Streamezzo Workbench™ SDK – the company's open development platform. Today's announcement empowers developers, system integrators and the rest of the mobile community to develop mobile applications once and run them in virtually any mobile environment, overcoming one of the industry's greatest hurdles - fragmentation. In announcing the open availability Streamezzo Workbench SDK, Streamezzo will spur innovation and accelerate the deployment of compelling, user-centric rich media mobile applications and services throughout the mobile Internet.

### **In-Booth Demonstrations (Hall 7, Stand 7C28):**

#### **Streamezzo Workbench SDK (Open Development Platform):**

The company will present its newly announced open development platform, featuring live demonstrations of its SDK, APIs and service creation toolkit. Experience in real-time the ease and simplicity with which engaging new mobile applications can be created, updated and transparently distributed to end-users over-the-air.

#### **Android Interoperability:**

Streamezzo will provide live presentations demonstrating the compatibility and interoperability of its Universal Rich Media Platform with the Android™ operating system. Streamezzo's platform is certified for use on over 250 mobile devices running all major mobile operating systems – now including Android.

#### **On-Device Portals, Mobile TV and other Rich Media Applications:**

Throughout their booth, Streamezzo will be demonstrating its powerful lineup of rich media service components, including On-Device Portals, Mobile TV, entertainment and Dynamic User Interfaces. Developers and even system administrators can experience just how easy it is to create new applications, package and deploy complete mobile service offerings, and update services on-the-fly with the power of Streamezzo's universal Rich Media Technologies and Streamezzo Workbench SDK.

#### **Streamezzo Presents to the Industry at Mobile World Congress**

Pierre-Emmanuel Struyven, CMO of Streamezzo will participate in the following panel:

Date/Time: Thursday 14 February, 11:40 a.m. – 1:10 p.m.

Session Title: Mobile TV and Video - Making it happen

Panel Discussion: What TV services do consumers really want?

Pierre-Emmanuel will be joined by fellow panelists from: Sling Media, HBO International, MTV, and Telegent Systems

### **About Streamezzo**

Headquartered in Paris, Streamezzo is the technology pioneer that is unifying the mobile ecosystem worldwide with its universal Rich Media Technologies™. Its comprehensive software framework, innovative client-server architecture and rich media service components provide a complete, end-to-end platform that overcomes the technical challenges and fragmentation of the mobile industry. Through Streamezzo, the mobile industry is empowered with a solid technology foundation upon which to develop and deploy virtually any application, while delivering the most compelling and interactive rich media user experience on an ever-expanding array of mobile devices. For more information, please visit [www.streamezzo.com](http://www.streamezzo.com).

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