

Press Release

Mobile World 2008: Communology presents its next-generation platform for mobile marketing

Advertising professionals can maximize the creative potential of modern mobile phones' rich-media and interaction capabilities without having to worry about the technology.

Cologne, Germany, February 07, 2008: Cologne-based IT company Communology will be showing a solution for sophisticated, innovative mobile marketing campaigns at the Mobile World Congress 2008 in Barcelona (February 11-14, at the Fira de Barcelona, Hall 2, Stand 2B68). The company's Live Media Mobile Marketing platform removes technical barriers for creatives, enabling them to tap into the entire range of rich-media and interactivity capabilities offered by today's mobile phones, including video and audio streaming, and Web 2.0 features like photo blogs and community marketing. At the same time, the platform supports a raft of communication functionality, including telephony, SMS/MMS, and instant messaging. The solution provides functions for viral and permission-based marketing, as well as customer data and campaign management. It even supports location-based marketing using Bluetooth connections and positioning information from mobile network cells and GPS. Daimler was the first reference customer to explore the full potential of Communology's platform – in a rich-media mobile marketing campaign accompanying the launch of the Mercedes C-Class. The C-Class Mobile Special, online at <http://www.c-class-mobilespecial.com>, features extensive multimedia and interaction capabilities. The highly successful campaign has been shortlisted for one of the Global Mobile Awards, which will be presented at the Mobile World Congress.

"Communology's Live Media platform allows advertisers to give their creativity free rein and make the most of mobile phones' rich-media and interactivity capabilities," says Thomas Kähler, CEO of Communology. "What's more, our

white label solution keeps costs down and enables customers to launch an international mobile campaign within the space of just a few weeks.”

Complete solution

The mobile marketing platform provides a software client that offers creatives a comprehensive range of design possibilities. The client can either be preloaded on mobile phones or downloaded over the air via a mobile data connection. It has an optimized memory footprint and is available for a variety of operating systems and execution environments, including Java, Symbian and Windows Mobile. The client/server solution can continuously update videos, pictures, texts and tickers in real-time and automatically plays audio and animations when new a new event occurs. Furthermore, Communology offers an extensive range of professional services that includes software design, client delivery via application services provisioning (ASP), customization to reflect customer branding and the integration of different interaction channels.

Mobile community marketing

At Mobile World, Communology will also be unveiling a new solution called Live Media Mobile Mash-Up. This is a platform that allows the operators of internet communities such as Facebook and Xing to open up their social networks to mobile users and to exploit the possibilities of Web 2.0 to engage in mobile marketing. Location-based services, rich media, and real-time communication and interactive features make social networks powered by Communology an attractive medium. The solution also provides functions to support customer data and campaign management, target group-aligned content and initiatives, viral marketing within the community, and permission-based advertising.

Proven platform strategy

The new platforms for mobile marketing and mobile social networks are part of Communology’s Live Media Solutions portfolio and continue the company’s platform-centric approach that has proven itself in the provisioning of interactive multimedia services such as mobile TV, mobile video and mobile live tickers. Customers using Communology Live Media platforms include major mobile communications industry players like Sony Ericsson, Nokia, T-Mobile and Vodafone, content providers, including the Financial Times Deutschland, news

channel n-tv, music broadcaster MTV, and companies like Daimler engaging in mobile marketing.

About Communology

Communology operates worldwide as a specialist in rich-media mobile communication solutions. Formed in 2001 and EN ISO 9001:2000-certified since 2003, the company and its test and development teams pioneer advances in the implementation of mobile applications. Communology offers customers individually customizable platforms designed to simplify and support the creation of sophisticated applications. Its portfolio also includes test environments for the mobile communications industry and quality assurance services for the operating software in mobile phone. Communology customers include AT&T, T-Mobile, Vodafone, Nokia, and Sony Ericsson.

For more information visit www.communology.com

Communology at the Mobile World Congress: February 11-14, Fira de Barcelona, Hall 2, Stand 2B68

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