

Esmertec introduces next-generation mobile data services portal with mass-market coverage

Operators can now bring 100% of subscribers data services with Mobile Application eXplorer, MAX

DUEBENDORF-ZURICH, Switzerland - February 5, 2008 - Esmertec™ (SWX: ESMN), a leading edge provider of software platforms, applications and services to communications device manufacturers and mobile operators, today announced the availability of MAX "Mobile Application eXplorer", a next generation mobile data service portal with mass-market reach, to mobile operators around the globe. The interactive portal deeply combines Java and USSD technologies along with dynamic handset detection to ensure the very best user experience for all subscribers on all handsets.

With easy-to-access services and rapid response times, MAX helps mobile operators rise above the challenges that hinder mass-market adoption of data services. MAX also attracts end users with enriched graphics, effortless content discovery due to intuitive navigation and cutting-edge applications, such as advanced self-care, m-Banking, content download, and more.

"At Esmertec, we have ample experience in developing mass market solutions and we have found there are three keys to large-scale success for operators: superior user experience, ensured high traffic and guaranteed mass market coverage", stated Cécile Bucari, Product Manager, Mobile Operator Products and Customized Solutions Unit. "MAX addresses each of these areas with simple access and navigation, useful applications that attract traffic and encourage service discovery."

MAX also offers operators monetization opportunities from mobile advertising and new service subscriptions, service personalization based on end-user profiles and a cost-effective communication channel with customers who regularly visit the portal for self-care services.

With over 7 years experience providing network operators interactive services on USSD and over 9 years as the leading provider of Java-based solutions to handset manufacturers, Esmertec has leveraged its expertise in these two technologies to develop a next generation portal sure to increase much needed data service traffic and revenue for operators.

"The development of MAX was a natural step in the evolution of our product portfolio", added Jean-Luc Gianduzzo, EVP of the Mobile Operator Products and Customized Solutions Unit at Esmertec. "Our solutions have field-proven experience in the areas of Java and USSD. With our interactive platforms already running in 20 of the world's largest wireless networks, our technical team has unparalleled knowledge in integration and development."

Esmertec will be showcasing its complete solution portfolio at the Mobile World Congress, 11th-14th February, Barcelona. Come by and visit us at booth 1B07 in Hall 1.

About Esmertec

Esmertec is a leading provider of Java™ in-device engines and mobile services platforms. The company's high-performance solutions enable consumers to easily discover and access content and services on any mobile phone. Esmertec's customer database has grown to more than 90 customers, including mobile operators and manufacturers of mobile handsets, set-top boxes and interactive televisions. Its in-device engines power 1 out of 10 new phones (shipped in more than 170 million devices) and its USSD mobile services platforms serves more than 100 million mobile subscribers world-wide.

Esmertec is a founding member of the Open Handset Alliance, delivering customized solutions for Android, the mobile platform.

Founded in 1999, Esmertec is headquartered in Zurich-Switzerland with subsidiaries in China, France, South Korea, and the USA, and offices in Taiwan and the UK. Since 2005, Esmertec has been listed on the SWX Swiss Exchange (ESMN).

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