



Accelerate Java mobile application time to market

PRESS RELEASE

---

## Press contacts

### Mi Liberty

Ashleigh Young  
+44 (0) 20 7751 4444  
[ayoung@miliberty.com](mailto:ayoung@miliberty.com)

### Mobile Distillery

Séverine Vaselli  
+33 (6) 12 68 38 06  
[severine.vaselli@mobile-distillery.com](mailto:severine.vaselli@mobile-distillery.com)

## Mobile Distillery takes Mobile Development and Porting to the next level: Introducing Celsius v5, with Parametric Development®

With **Celsius v5** Mobile Distillery introduces '**Parametric Development**', a new approach which simplifies and accelerates the development of mobile applications whilst helping new developers to easily embrace large-scale mobile application development

**London, UK and Paris, France: 16 June 2008** – Mobile Distillery, the specialist Java and BREW mobile application porting software company, today announced its next generation software solution, **Celsius v5**, a development and automatic porting suite based on a new and innovative architecture. Using Celsius v5 dramatically simplifies the whole mobile development process, allowing application developers to create literally hundreds of individually optimized mobile applications in a few clicks, from a single set of source code. In an industry which for so long has struggled with the ever-increasing number of handsets, the level of automation offered by Celsius v5 is a unique advantage for developers as it abstracts the process of creating applications from the logistical nightmare of porting to every different handset on the market.

Continuing Mobile Distillery's approach for developing mobile applications, Celsius v5 is built around the idea of developing with '**one single Java ME source code**' which can then be automatically ported and optimized to thousands of Java and Brew handsets. With more than 2.1 billion Java-enabled handsets already in use worldwide (*source: Sun Microsystems*), creating applications in Java is the only way to truly reach the mass market.

With Celsius v5 and its innovate architecture Mobile Distillery brings developers one step closer to truly device-agnostic development whilst giving them more power and time to focus on content creation. At the heart of the Celsius v5 architecture is the concept of '**Parametric Profiling**®' - basing development around the desired features and behaviours of an application and letting the Celsius conditional programming engine calculate the

best way of implementing this on individual handsets with full control. In this way, developers can easily develop their mobile applications without needing to know which devices support what features.

In addition Celsius gives developers the ability to keep full control at any time, letting them develop for individual devices or whole handset families at once, with the ability to activate or deactivate phone features on the fly as required with the development code being adjusted automatically.

Thanks to this architecture built on an **advanced double-pass pre-processor** and on one of the world's most detailed and **verified knowledge databases** of mobile devices, **automatic porting and backfill** becomes simple – Celsius v5 dynamically customizes and optimizes a mobile application for each device. With Celsius v5, it is now possible for any developer – even one not familiar with Java ME - to easily create individually optimized applications for more than 1,000 different makes and models of handsets in a cost and time effective way.

Using Celsius can reduce the development phase by 30%, the time to port and backfill by up to 80%. In another breakthrough, v5 of Celsius also introduces '**Dynamic Version Reduction**' - the crucial ability to reduce the number of binary versions of an application, the proliferation of which currently plagues mobile testing, cost of certification and deployment.

*"With this new architecture, Celsius v5 gives developers simplicity, full control and power, while at the same time helping to get applications to market faster and more cost effectively,"* said Eric Lemaréchal, co-founder and CEO of Mobile Distillery. *"The changes we have made, from reducing the number of binaries to fully automating the process of backfill totally changes the economics of mobile development."*

*"Celsius v5 brings down the barriers to mobile development,"* add Vincent Berge, co-founder and General Manager of Mobile Distillery. *"With these tools, more companies can create rich, innovative content and services for the billions of mobile owners around the world. With this launch we are delivering a much needed aspirin for all the headaches developers have faced in the past. Celsius v5 is really a "must have" for companies who want to significantly increase their ROI when addressing the promising but complex mobile market."*

#### **Celsius driving forces:**

- **Java ME based** to ensure mass market reach
- Built on an **open, plug-and-play architecture** allowing developers to tailor Celsius to their needs and build in their own expertise
- Develop with **one source code**, creating a device agnostic development platform in which developers keep full control at any time
- **Automatic application porting** which ensures best performance from each device, as well as automatic **Java-to-Brew** covering all Brew phones in a few clicks – extensive partnership with Innaworks
- Over **10,000 bugs** and performance issues solved automatically
- **Complete automation of the backfilling process**, whereby existing mobile applications are ported to new devices when they come to market

- **Celsius devices knowledge data base:** +1000 handsets, +850 parameters tested and collected on each handset, +10 000 device bugs corrected, updated with new upcoming phones every month, fully integrated and tested.

#### **Key enhancements delivered by Celsius v5 include:**

- **A new and innovative architecture** based around “Parametric Profiling Development”
- **Tight integration with leading integrated development environments** NetBeans and Eclipse including auto-completion, code analyzer and online documentation to simplify and speed up the whole development process from prototyping and development, through porting, debugging, testing, certification and backfilling
- **Local compilation** for quick development & debug, and **ASP/Client-server mode** for effective massive compilations and deployment
- **In-built mobile development tools:** Resource Manager, Jar signer, Blackberry manager, Java to Brew manager, Advanced UI & Connectivity, Drawstring v2, Error Log dashboard, On-device Debug tools, etc
- **Dynamic Version Reduction** allowing significant reduction of number of binary versions
- **Direct access to Alembic®** Mobile Distillery’s extensive and proprietary device features search engine – based on the largest certified & tested knowledge database of handset characteristics and behaviours available to date.

#### **Availability & Pricing:**

Celsius v5 will be released worldwide in September 2008 and will be previewed at a number of International events in Europe, Asia and the US. Celsius V5 will be on show at the CommunicAsia show (booth 3G1-13) and in September in the US at CTIA Wireless. Pricing for Celsius v5 is based on a monthly licence fee ranging from €500 per month for prototyping, to €3,000 per month for all modules and support.

#### **About Mobile Distillery:**

A specialist in mobile technologies, especially Java™ Micro Edition and BREW, Mobile Distillery was founded in 2005 to solve the platform and handset fragmentation issue that developers face when developing Mobile content & services. Its software solutions reduce porting cycles by up to 80%, generate cost savings, and accelerate time-to-market of Java mobile applications while ensuring their easy updates to new devices in European, North-American and Asian markets.

Celsius, Mobile Distillery’s award winning Development and Automatic Porting software solution, radically simplifies and optimizes the Java Mobile application development life cycle - from conception and development through porting, testing, certification to deployment and backfilling processes. Thanks to Celsius, only a single source code and a few clicks are needed to allow developers to create individually optimized mobile applications for +1000 Java & Brew handsets and to ensure backfilling for new devices.

Mobile Distillery’s customers include developers, publishers and system integrators across the mobile application ecosystem, web specialists (Amadeus, Mappy, Orange/Voila, Overblog, Sharewire, ...), mobile game publishers (Exkee, Lexis Mobile, Visiware, ...), mobile marketing agencies (CubeX Agency, Ubitouch, ...), and IT service companies (Atos Worldline, Prylos, Business Anywhere, SII, ...).

In 2007, more than 300 different mobile applications had been created using Celsius solutions around the world. Celsius servers have generated over 250,000 compilations in total. Mobile Distillery has offices in Paris, Marseilles and Montreal. For more information please visit [www.mobile-distillery.com](http://www.mobile-distillery.com).