



Press contacts**Mi Liberty for Mobile Distillery**

Ashleigh Young
+44 (0) 20 7751 4444
ayoung@miliberty.com

Mappy

Charlotte Hoang-Bitar
+33 (1)1 48 07 40 68
charlotte.hoang-bitar@mappy.com

Mobile Distillery and Mappy team to drive the uptake of mobile location based services

Partnership aims to develop specific APIs to help Java ME developers bring LBS services to the mobile market quickly and with lower costs

London, UK and Paris, France: 30 June 2008 – Mobile Distillery, the specialist Java and BREW mobile application development and automated porting software company, announced today it has partnered with Mappy, the European location based services (LBS) specialist. Mobile Distillery and Mappy plan to jointly develop a specific Application Programming Interface (API) to drive the creation of mobile LBS applications built using Mobile Distillery's next generation development and automatic porting platform: Celsius v5. A recent report by Morgan Stanley¹ predicted that by 2009 10-15 percent of new mobile devices launched in Europe will be GPS enabled: 15-20 percent worldwide, rising to over 50 percent within five years. This means that there is a huge opportunity for companies to create innovative applications and services which make use of this location technology.

Integration with the new Mappy mobile API will allow mobile application developers to easily access features of the Mappy platform in addition to those already supported by Celsius v5, including near field communication (NFC), Bluetooth, etc. Mappy features include geocoding, mapping and routing, referencing specific points of interest and proximity search. Through this partnership developers and publishers using Celsius v5 will be able to easily combine positioning technologies (such as cell-ID and GPS) with LBS features whilst ensuring their mobile applications will be launched faster, for a lower cost, on existing and upcoming compatible handsets (Java and Brew).

Mobile Distillery's Celsius v5 development and automated porting software solution dramatically simplifies and accelerates the whole production cycle of mobile application, allowing developers to create literally hundreds of individually optimized mobile applications in a few clicks, from a single set of source code. 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 – reducing the development phase by 30% and the time to port and backfill by up to 80%. Now, developers can concentrate on developing their mobile applications without needing to know which devices support what features and without being an expert in high level connectivity APIs. Celsius is built on an open, plug-and-play architecture allowing developers to tailor Celsius to their needs and build in their own expertise.

François-Joseph Viallon, Business Development Manager of Mobile Distillery, says this partnership demonstrates how two companies can collaborate to help their customers compete in an emerging market.

“We’re essentially combining our market leading intelligence to build the API that will take Mappy’s 20 years of expertise and provide it on a platform that means it can be deployed to the market faster and without the technical headaches that developers often face with new technologies. This partnership is another example of how the open and plug-and-play architecture of Celsius can benefit our clients to easily develop innovative mobile applications.”

“We knew the challenges of entering the mobile application environment, specifically around location based feature integration. It made sense for us to partner with a company that was already one-step ahead when it comes to creating and porting mobile applications. Mobile Distillery was the first people we spoke to because of the innovation of its Celsius platform and their forward thinking of how the mobile application development market will evolve,” adds Raphael Goumain, Mappy’s Head of B2B Marketing and Partnerships unit.

The Mappy API will be released in October 2008, with new features to be continuously developed and added.

¹ Source: Report by Morgan Stanley on “Technology / Internet Trends”, published October 18, 2007

Ends

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,...).

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.

About Mappy

With 20 years of on-line mapping experience, Mappy - a fully-owned subsidiary of the PagesJaunes Group - is a European key player for LBS solutions targeted to consumer and corporate markets. Mappy designs, develops and markets services to help people in their everyday movements and travels – maps, itineraries, proximity searches and GPS navigation solutions – over three dedicated supports: web, mobile and PND. The vast possibilities offered by these functionalities enable Mappy to also provide services to professionals. For more information, please visit www.mappy.biz

Mappy.com is the French LBS service leader with over 8.5 million unique visitors per month*.

* Source : Nielsen Netratings / Panel Home & Work / mai 2008