



Accelerate Java mobile application time to market



PRESS RELEASE

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**Mobile Distillery Showcases Advanced Java to Brew Porting
at CTIA 2008**

Continued partnership with BREW experts Innaworks, Mobile Distillery delivers automatic porting of a single Java build to multiple BREW devices, alongside other advanced features

Marseilles, France, March 20th 2008 - Mobile Distillery, the leading developer of automatic porting and optimising software solutions for the Java mobile application industry will demonstrate major advancements in its partnership with BREW expert Innaworks at CTIA 2008, on its partner booth 1557.

Both companies have teamed up to **preview the latest features of their integrated Java to BREW automated porting solution** which allows developers to create individually optimized applications for a multitude of BREW handsets from a single set of Java source code with just a few clicks.

Based on their two best-of-breed products, Celsius, the award-winning automated Java porting software, and alcheMo, the market leading automated Java to BREW porting solution, the new integrated solution helps developers to address the growing problem of porting applications across platforms which require **http connectivity and file connection fragmentation**.

At CTIA, Mobile Distillery will also preview:



Celsius v4.5, the upcoming version of its leading software solution for automatic porting and optimizing Java ME applications across over 800 Java & Brew phones in a few clicks, in European, North-American and Asian markets (with more than 30 new devices added every month).

With Celsius, only 1 source code is needed to allow developers to create individually optimized applications across a multitude of Java & Brew handsets simplifying the whole development processes of mobile applications.

Celsius v4.5 will include latest advanced NFC, Bluetooth and Http features, WYSIWYG Resource Bank Manager, QWERTY keyboard & Touch Screen support, Java to Brew including Http, ...

Mobile Distillery will also unveil and preview **Celsius for Google's Android support**.

Alembic is a unique search engine which will allow developers to select particular features, such as Bluetooth or NFC, and get in return a list of all addressable devices on the global market. This upcoming amazing search engine service will help companies to get a clear view of worldwide mobile phones they can address with their upcoming mobile applications.



Mobile Distillery will also be at the forthcoming **CARDS ASIA** show in Singapore from the 9-11 April. At the show, Mobile Distillery will be showing how its software solutions allow developers to easily port Java mobile applications (including Near Field Communications and SIM-based applications) in the banking, CRM and m-commerce environments, as well as mobile payment and ticketing,

Visitors travelling to CARDS ASIA can find Mobile Distillery on booth 4P03.

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 & service. 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 Automatic Porting software solution, radically simplifies and optimizes the Java Mobile application development life cycle - from conception, development, through porting, testing, to deployment and backfilling processes. Thanks to Celsius, only 1 source code and a few clicks are needed to allow developers to create individually optimized mobile applications for more than 800 Java & Brew handsets (to date) and to ensure backfilling for new devices.

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

In 2007, more than 200 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.

Additional information is available at www.mobile-distillery.com

A bout Innaworks

Innaworks Development Limited (trading as Innaworks) is a premier supplier of mobile development tools, providing automated solutions for porting and optimization. Innaworks' other offerings include mBooster, the de-facto industry standard for optimizing Java ME applications. Innaworks' customers include I-play, Superscape, Hands-On Mobile and other Tier 1 mobile game and application publishers. Founded in 2002, Innaworks is a privately held company with its headquarters in Wellington, New Zealand.

Additional information is available at www.innaworks.com