



Accelerate Java mobile application time to market



PRESS RELEASE

Press Contacts

Mobile Distillery

Séverine Vaselli

06 12 68 38 06

severine.vaselli@mobile-distillery.com

Mobile Complete

Randi Whitcomb

650 655 6404

rwhitcomb@mobilecomplete.com

DeviceAnywhere and Mobile Distillery Team to Optimize the Mobile Application Development Lifecycle

Leading developer of automatic porting and optimizing mobile applications partners with DeviceAnywhere - allowing its users to benefit from unprecedented integrated workflow, shrinking mobile application development schedules while simplifying production efforts

San Mateo, Calif., U.S.A. and Marseille, France, March 31, 2008 – DeviceAnywhere™ today announced the addition of Mobile Distillery to its growing portfolio of DeviceAnywhere Connect™ partners. Mobile Distillery, a European leader in enabling the optimization and automatic porting of mobile Java and BREW applications, is also one of the founders of DeviceAnywhere Connect partner, the PACA Mobile Center, a non-profit phone library dedicated to the development, testing, and integration of new applications into phones. France-based Mobile Distillery joins companies worldwide – including dotMobi, Netbiscuits, and MBlox– as a DeviceAnywhere Connect partner and, as such, will receive extended DeviceAnywhere benefits for its user community.

DeviceAnywhere and Mobile Distillery's solutions both radically simplify the mobile application development process for BREW and Java-based mobile applications, reduce porting and testing cycles while generating cost savings, and accelerating time-to-market.

Mobile Distillery's in-demand **Celsius software solution** is a comprehensive optimization and porting platform for BREW and Java mobile applications that facilitates application development across a wide range of mobile handsets, with only one Java source code, as well as port multiple optimized versions.

The market leader in mobile development, porting, testing and monitoring solutions, **DeviceAnywhere** solves one of the biggest challenges facing mobile application and content developers: access to myriad handsets in target carrier networks worldwide. Further, DeviceAnywhere reduces the cost and burden associated manual testing. The combined efficiency of Celsius and DeviceAnywhere will provide users with the ultimate development experience.

"It is our goal to deliver to our customers the most advanced Java and BREW mobile application development life cycle software solutions available," said Vincent Berge, co-founder/general manager for Mobile Distillery and president of PACA Mobile Center. *"Through our partnership with DeviceAnywhere, Mobile Distillery users will dramatically shorten cycles between Development/Porting and Testing, while accessing more than 1000 real devices in a convenient, cost-efficient manner."*

"We are pleased to continue expanding the DeviceAnywhere Connect program with mobile technology enablers that complement and extend the DeviceAnywhere mission to improve mobile application development," said Faraz Syed, CEO and co-founder of DeviceAnywhere. "Mobile Distillery's solutions aim to optimize the whole development cycle of Java and BREW applications through a unique automatic porting process and – with DeviceAnywhere – developers using Celsius will benefit from a unique integrated workflow, enabling access to multiple carrier networks from the convenience of their own desktops."

"The ability to access real mobile devices through a simple desktop interface can dramatically improve time-to-market," said Razmig Sarkissian, integration & test manager for Mobile Distillery. "DeviceAnywhere, the only solution with the hardware and software required to build advanced Java and Brew apps in a real development environment, accomplishes this feat. Moreover this partnership is a testament to our ongoing mission to ensure that our users can fully capitalize on the Celsius solution to significantly reduce the cost and complexity of mobile content development."

DeviceAnywhere provides thousands of mobile developers worldwide access to more than 1000 real mobile devices, on live worldwide mobile networks, remotely over the Internet – for all development, porting, testing, and monitoring needs. Unlike emulator/simulator based solutions, DeviceAnywhere employs real physical handsets. Anything a user can do with a device in his/her hand, can be done with the handsets in DeviceAnywhere - including pressing device buttons, tapping on touch screens, viewing the LCD, listening to ringers and speakers and even hardware specific functions such as connecting/disconnecting the battery or opening/closing a handset. Cost-effective and efficient, DeviceAnywhere eliminates the high cost of manual testing and enables developers to bring content to market faster than ever before.

For more information about DeviceAnywhere and the DeviceAnywhere Connect program, please visit www.deviceanywhere.com. For more information about Mobile Distillery, please visit www.mobile-distillery.com.

###

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.

About DeviceAnywhere™

DeviceAnywhere is an award-winning product that provides convenient and cost-effective end-to-end solutions for mobile content development, monitoring, testing and deployment – enabling application developer to bring better content to market faster than ever before. Its unique Direct-to-Device™ technology provides access to real handsets in live global networks, from anywhere. DeviceAnywhere currently supports more than 1000 devices on over 20 different carrier networks worldwide, with locations in the U.S., U.K., Canada, France, Germany, and Japan. To learn more about DeviceAnywhere – and to sign up for a free, three-hour trial – please visit www.deviceanywhere.com.

About DeviceAnywhere Connect™

The ability to access a live handset on a mobile operator and perform the functions as if the real device was in your hands has proven to be an invaluable asset for several disciplines within an organization including Development, QA, Support, Operations as well as Sales and Marketing. DeviceAnywhere Connect partners have recognized this value.

DeviceAnywhere Connect is DeviceAnywhere's exclusive partner program and addresses the common goals shared across all aspects of the mobile ecosystem: Delivery of high quality, compelling and engaging mobile content and services faster and more efficiently than ever before. This program is designed to extend the value and ROI associated with the DeviceAnywhere solution as a complement to our partners' existing product offerings to deliver world-class mobile application solutions for testing and monitoring. To become a DeviceAnywhere Connect member simply contact: [Insert URL for Partners@deviceanywhere.com]