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**JAVAONE 2008:  
Mobile Distillery to showcase unique solutions  
in Sun Microsystems' Java Mobility Partner area  
for development and automatic porting of Java Mobile Applications**

*Application porting specialist to demonstrate powerful integration with Sun Microsystems IDE NetBeans, and automatic generation of optimized binaries to JaveME and Brew devices from one device agnostic source code.*

**France, Marseilles – April 30<sup>th</sup> 2008** – Mobile Distillery, the leading developer of automatic porting and optimization software solutions for the Java mobile application industry, today announced it will be showcasing dedicated solutions to optimize the life cycle of Java ME application development at the forthcoming JavaOne 2008 show in San Francisco, 6-9 May, on the Mobility Village, the Sun Microsystems' Java Mobility Partner area and also on booth 1224-19.

**A comprehensive answer for developers to address the Mobile Market**

Taking advantage of rapidly increasing device capabilities and connectivity features, mobile application developers are actively introducing innovative services and content, in the areas of social networking, mobile marketing, mobile business and payment, transportation and entertainment. In doing so they face growing challenges to deploy applications across a large enough range of handsets while managing the differences between each device, ensuring compatibility with new phones and keeping production costs and development schedules under control.



Mobile Distillery's solutions allow developers to develop and automatically port optimized applications to the broadest range of devices worldwide without worrying about backfilling process, time to market and cost pressure. Its solutions are based on Java ME technology to allow developers to tap into the potential of the wide range of Java devices available worldwide. Thanks to a unique approach that bases development on a single source code and a powerful profiling methodology, Mobile Distillery's solutions automatically port, optimize and ensure backfilling of mobile applications.

Celsius users/Axellance: "reduce by 3-4 time overall"

The unique One Source Code and Device Agnostic development approach, enable Mobile Distillery's solutions to optimize the entire development life cycle of mobile applications – from concept and development, through porting and testing, to deployment and backfilling, whilst ensuring that mobile applications can take full advantage of specific capabilities of each device in the market.

By using Mobile Distillery's solutions, developers accelerate time-to-market of their Java mobile applications whilst generating major costs and time savings.

	Mobile Distillery Solutions	Reducing cycle by:
<b>Conception</b> Market definition and Business Model related to application	Alembic	-20%
<b>Developing / Debug</b> Code development following Mobile Distillery guidelines	Netbeans+Celsius	-20/30%
<b>Porting</b> Automatic porting following device's targets	Celsius	-70/80%
<b>Testing</b> Test plan execution on device's target	MobileComplete – Mobile Distillery	-20/30%
<b>Certification</b>	SUN - Celsius SKU reduction (alpha version)	-30% (estimate costs reduction)
<b>Backfilling/Updating</b> Automatic porting on new device's target	Celsius	-80%

**Preview and demo of:**

**Celsius:**

Software solution for developing, optimizing and porting Java ME applications automatically across more than 1000 devices worldwide in a few clicks from a single Java ME source Code.

**Among other key features**, Celsius includes: NetBeans integration, high level APIs, over 5000 fixes to phone bugs, a flexible software architecture for developers to plug-in their own technology

**Upcoming Celsius v4.5 includes** the latest in advanced NFC, Bluetooth and Http features, WYSIWYG Resource Manager, QWERTY keyboard & Touch Screen support, Java to Brew with Http.

**Alembic:**

One of the largest Java ME handset characteristics and behaviours databases worldwide, referencing more than 750 parameters and benchmarks per device, tested via industrial processes!

*"We are very excited to demonstrate Mobile Distillery's state of the art technology leadership on Sun Microsystems' Java Mobility Partner area,"* said Eric Lemaréchal, co-founder and CEO of Mobile Distillery. *"Since the inception of Celsius, we have constantly strived to simplify developer's approach to mobiles. The latest developments of Mobile Distillery's solutions including the strong integration with NetBeans will prove invaluable to help a broad range of developers to access advanced Java ME programming, while avoiding the tedious management of fragmentation."*

**More information on Celsius v4.5 & Alembic main features can be found at:**

[www.mobile-distillery.com/celsius\\_solution.php](http://www.mobile-distillery.com/celsius_solution.php)

**About Mobile Distillery:** [www.mobile-distillery.com](http://www.mobile-distillery.com)

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 Automatic Porting software solution, radically simplifies and optimizes the Java Mobile application development life cycle - from conception and development through porting, testing, 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 (Anxa/Playfone, CubeX Agency, Ubitouch, ...), and IT service companies (Atos Worldline, Prylos, SII, ...).

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.