



## PRESS RELEASE

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### Press contacts

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#### Mobile Distillery

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### Mobile Distillery at Mobile World Congress 08

~ Hall 2, Stand # 2F49 ~

**France, Marseille – 17<sup>th</sup> January 2008** – The problem of device and platform fragmentation in the mobile industry is set to reach boiling point in 2008.

Manufacturers are continually adding new power and functionality with every major handset release, while more platforms and operating systems – most recently Google’s Android and Apple’s iPhone – continue to emerge. As such, the gulf that exists between the handsets of today and tomorrow is ever-widening, making it impossible for mobile application developers to bring new services to the mass market quickly and cost-effectively.

**Mobile Distillery** - a French company established in 2005 to solve this problem in the Java mobile application industry, which has just raised US\$ 3M funding - will be at Mobile World Congress (Hall 2, Stand # 2F49).

#### The company will preview:

- **Celsius V4.5** : its award-winning automatic porting and optimization software suite that enables Java mobile developers to create individually optimized applications for 750+ handsets (Java & Brew), from a single set of source code and art assets.
- **Its new Alembic V1 search engine service**, designed to find addressable handsets, depending on which mobile application features the developer requires.
- **Its next generation technology**, including support for Google’s Android, http & NFC connectivity, advanced Bluetooth, and a new resource bank management tool.

➔ More information on Celsius V4.5 & Alembic V1 main features on:

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

#### PREVIEW

celsius V4.5 & alembic V1

**Tuesday Feb 12<sup>th</sup> – 12h00/12h45**

Hall 2 Booth 2 E59

*Followed by a cocktail*

By using Celsius as part of their development process, companies can speed up the development-porting-testing time cycle, and reduce porting time alone by up to 80%.

### **A briefing with Mobile Distillery can give you:**

- An insight into how fragmentation is holding the mobile content and enterprise markets back.
- Examples of the wide range of companies developing applications using Celsius – from games developers, to mobile marketers to major businesses seeking to reach their customers and workforce via the mobile channel.

**To secure a briefing** with Eric Lemaréchal, Co-Founder & CEO, or Vincent Berge, Co-Founder & General Manager, please give a call on +44 (0) 20 7751 4444 or on +33 (6) 12 68 38 06.

### **About Mobile Distillery:**

A specialist in mobile technologies, especially Java™ Micro Edition and BREW, Mobile Distillery develops and sells unique solutions, enabling the optimisation and automatic porting of mobile applications across more than 750 handsets (Java & BREW). These solutions radically simplify and optimize application development processes, reduce porting cycles by up to 80%, generating cost savings, and accelerating time-to-market.

Mobile Distillery's customers include web specialists, mobile game publishers, mobile marketing agencies, as well as developers and publishers across the mobile application ecosystem.

For 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.

Additional information is available at [www.mobile-distillery.com](http://www.mobile-distillery.com)