



Accelerate Java mobile application time to market

PRESS RELEASE

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Mobile Distillery to showcase advanced NFC Portability at WIMA 2008

Application porting specialist to demonstrate simplified adoption of NFC and lead technical session at NFC-dedicated event

France, Marseilles – April 15th 2008 – Mobile Distillery, the leading developer of automatic porting and optimising software solutions for the Java mobile application industry, today announced it will be showcasing dedicated solutions to optimise the whole life cycle of NFC/Java ME applications development at the forthcoming WIMA 2008 show in Monaco, 28-30 April.

With Celsius, its award-winning automated Java porting software solution, and its partnership with INSIDE Contactless, a specialist NFC semiconductor firm, Mobile Distillery brings comprehensive tools to Mobile Developers to develop and deploy mobile applications on NFC handsets without caring about the differences in NFC implementation between devices. By using Celsius, Developers can also ensure constant automatic backfilling of their applications for upcoming NFC devices worldwide.

With integration of new NFC phones and new specific INSIDE Contactless capabilities available today, the ability to develop fully portable NFC/Java applications becomes very interesting for Mobile Application developers, whether they are in Mobile Marketing, Mobile Payment, Transportation or Health applications. By using Celsius' NFC Module, developers only need to work on the NFC/Java ME application once; Celsius then automatically ports and optimises the code allowing it to run across all NFC-equipped phones without any further modifications. This simple and effective development model provides major benefits to developers, helping them to accelerate time-to-market, reduce development costs and easily port applications to new NFC equipped phones as they come on to the market.

"NFC is one of the most promising wireless technology to hit the market in recent years, bringing innovative applications to the market such as mobile payment and ticketing, for a unique user experience" said Vincent Berge, co-founder and General Manager of Mobile Distillery. "However, NFC technology adds yet another complexity to the development of mobile applications with significant different implementations in devices from various vendors. Using Celsius, Mobile developers can focus on their added value leaving the fragmentation hassle. Developers can now easily access a new range of mobile applications, raising the technical bolt for faster and easier adoption of this technology."

Demos available on Mobile Distillery's booth N°C2:

Celsius v4.5

The upcoming version of Mobile Distillery's leading software solution for automatic porting and optimizing of Java ME applications across over 800 Java & Brew phones across the European, North-American and Asian markets

With Celsius, only a single set of source code and a few clicks are 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 includes the latest in advanced NFC, Bluetooth and Http features, WYSIWYG Resource Bank Manager, QWERTY keyboard & Touch Screen support, Java to Brew including Http, ...

Alembic

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 search engine service will help companies to get a clear view of worldwide mobile phones they can address with their mobile applications.

As well as exhibiting at WIMA, Mobile Distillery will lead a technical conference into 'Developing NFC application across multiple handsets' on Monday 28 April at 3.30pm.

More information on Celsius v4.5 & Alembic v1 main features can be found at:

www.mobile-distillery.com/celsius_solution.php

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 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 more than 800 Java & Brew handsets (to date) 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.

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