
O3SIS unveils its Innovative Living Mobility Product ‘Living Phone Safe – Advertising Edition’ at this year’s Mobile World Congress, Barcelona, 16th - 20th February 2009

O3SIS together with its Partner Ericsson present a break through new Business Model for Backup and Synchronization Services of personal communication data.

Barcelona, Spain, Overath, Germany, February 12th, 2009 - O3SIS AG, a leading provider of carrier-grade mobile software solutions today announced that it will be presenting its leading edge advertising based Living Phone Safe product at Mobile World Congress in Barcelona, Spain from February 16-19 (stand 2D15).

The mobile industry is dynamically changing the global marketing and advertising landscape. Moreover, Mobile Advertising promises to become an important future revenue stream for Mobile Operators. Particular high valuable communication services such as Phone Back-up and Synchronization services are expected to be key targets for advertisers to convey advertising messages with high effectiveness. In return, end-users will enjoy key value added services discounted or even for free.

Ericsson and O3SIS have a common interest in exploring the full market potential of Mobile Marketing and Advertising. In order to take this forward, Ericsson and O3SIS have agreed to introduce an advertising financed Mobile Back-up and Synchronization service to Ericsson customers in the Middle East Region. This service will be offered free of charge to Mobile Operator customers and in return provides advertisement space to advertising companies.

The joint vision is to offer a fully fledged Mobile Personal Data Synchronization and Management solution, utilizing the full range of Multimedia Contents of existing and future handset capabilities.

“We’re excited to present the world’s first advertising based Backup and Synchronization Product together with our partner Ericsson, at the world’s largest mobile telecommunications show,” said Dirk Dörre, CEO at O3SIS. “We are very confident that, together with our partner Ericsson, we have the unique opportunity to drive the mobile data market in the Middle East region”, said Christian Plenk, Vice President Marketing and Partner Management at O3SIS.

The O3SIS executive team will be onsite to discuss business details and share its vision for the mobile industry. Members of the press interested in interviewing an O3SIS executive at 3GSM should contact Mireille Napoa of O3SIS AG at +49 (2204) 747-101 or mireille.napoa@o3sis.com. Press-kits and arrangements for setting up an appointment are available online on our Congress site at events.o3sis.com.

About O3SIS

O3SIS AG is a leading provider of carrier-grade mobile software solutions. Our mobility products, data synchronization and push technologies are deployed by top tier mobile operators, ISPs/ASPs, and enterprises with millions of users worldwide.

O3SIS living mobility products help to protect and share personal mobile data and media content. Users can interact and communicate through web, mobile phones, communities and social networks with best in class usability.

O3SIS innovative products Living Push Mail, Living Communication Suite and Living Media Suite enable customers to save costs and create additional revenue streams.

For more information, visit www.o3sis.com or contact info@o3sis.com.

Press Release



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