

PRESS RELEASE: Mobile Arts AB and GISDATA GROUP LLC announce their partnership to offer state of the art location-based end-to-end solutions.

February 16th 2009 Barcelona, Spain

Location companies Mobile Arts AB (Mobile Arts) and GDi GISDATA GROUP LLC (GDi GISDATA) announce their partnership at the Mobile World Congress in Barcelona. Mobile Arts and GDi GISDATA will mutually resell products from both companies. Together, the companies are able to offer end-to-end solutions for a wide range of revenue generating Location Based Services.

Mobile Arts offer the Mobile Location Centre (MLC) suite of products consisting of Serving Mobile Location Centre (SMLC), Gateway Mobile Location Centre (GMLC) and the Proxy Mobile Location Centre (XMLC). The MLC suite allows Mobile Operators, and authorized service providers, to geographically locate Mobile Phones. Several location technologies are supported.

GDi GISDATA provides the Location Based Services Engine (LBSE), more than a dozen ready made applications and the possibility to easily create custom applications. GDi GISDATA LBSE allows mobile operators to design, launch and operate its location-based services offerings. Continuous service innovation ensures continuous revenue stream enhancement for Mobile Operators whilst providing very targeted, market-segment specific application benefits to the end-users of the services.

“The feature richness and proven reliability of the Mobile Arts Mobile Location suite of products supports our most demanding applications” says Boran Lončarić, President & CEO of GISDATA Group LLC.

“The vast selection of available business and consumer applications, and the flexibility and ability of GDi GISDATA to create custom applications using their innovative Location Based Services Engine platform, allow our customers to offer the right application mix for their target markets” says Anders Olin, CEO, Mobile Arts AB.

A live demo of the applications LBSE.people, LBSE.hunt, LBSE.Game and LBSE.info services based on MLC Secure User Plane (SUPL) Assisted GPS location will be provided at the Mobile Arts booth in the Swedish pavilion, Hall 2:0, Stand 2F13, at the Mobile World Congress in Barcelona, February 15 to 18.

Mobile Arts provide innovative mobile messaging and location solutions to mobile operators. The customer base includes the full range of mobile operators, from leading large operators such as MTS, Telenor and TeliaSonera groups to small virtual operators. These operators provide Mobile Arts services to over 100 million end-users across 10 time zones. Mobile Arts is headquartered in Stockholm, Sweden with offices in China, Croatia, Pakistan, Russia, UK and USA.

GDi GISDATA GROUP is the innovative European software company with 200 staff, 20 years of GIS for telecommunications, OSS and VAS background, 9 offices in Europe, a subsidiary GDi SYSTEMS in USA and a sales office in China. GDi GISDATA LBSE users include Vodafone Hungary, VIPNET Croatia and BH Telecom.

For more information see www.mobilearts.com and www.gisdata.com.

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