ELATA & SYMBIAN PARTNERSHIP ENABLES NETWORK OPERATORS TO DELIVER TARGETED SERVICES AND APPLICATIONS FOR SMARTPHONES

Submitted by: MUSTARD PR

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- elata and Symbian partnership provides an end to end solution for the management of information to Symbian enabled devices -

London, April 30th, 2001 - elata plc, a UK based software company, today announced it has formed a strategic partnership with Symbian to provide an information management solution to enable network operators to control and distribute data services and applications to Symbian based smartphones and communicators.

The elata senses platform will be supported through Symbian's Technology Partner Program with both companies working closely together to provide an intuitive model for provisioning information and data services to next generation handsets and Symbian-based devices.

Java based, elata senses supports all device-side platforms including Symbian and the elata senses Server has been designed to integrate seamlessly within an operator's existing IT infrastructure. As a highly scalable operator-grade framework, elata senses models the consumer and enterprise subscriber base by creating a hierarchy of proposition groups, individual users, their handsets and devices. This is controlled by a graphical interface that can be run concurrently across the network and is used to update information, user or device changes through drag and drop technology.

The elata senses platform enables the operator to easily profile and segment the subscriber base and manage the delivery of targeted information such as news services, games, enterprise information, advertisements, promotions and applications to the operator's consumer and enterprise customers alike, irrespective of the device or the user's location.

Jeremy Copp, VP Business Relationships, Symbian, said: "To compliment the Symbian platform offering, we look to partner with market leading technology suppliers that give our customers competitive edge. elata's information management platform elata senses, is an example of value-add technology for network operators, which will help Symbian to lead the way for its customers and the new generation of Symbian based smartphones."

Matt Hooper, director of marketing and customer support at elata, commented: "Multi-channel delivery of billable data and applications is a key constituent of a network operator's offering for their enterprise and personal customers. By partnering with Symbian, we are able to offer organisations a platform that provides a management framework for profiling and delivering data services and applications to Symbian enabled mobile devices, without necessarily having to use a browser portal. This allows the deployment of locally installed data whether web content, whole applications, files or multimedia."

- ENDS -

About elata

elata plc is an infrastructure software company specialising in Java technology-based solutions. elata's flagship product, elata senses offers wireless network operators and service providers with a comprehensive platform for the delivery and management of billable data and application services to consumer and business users alike. elata was one of the first companies in the world to become a Java licensee and was the first company, apart from Sun Microsystems, to port the JavaOS operating system to a new processor architecture. elata developed the world's first commercial product based on Sun's Jini and JavaSpaces technology and in 1998, elata was awarded a European IT Award for the development of the world's first mobile network computer.

Please visit: www.elata.com for further information.

About elata senses

elata senses is a Java based, platform independent framework for the management and delivery of targeted data services, including content, applications, documents, and multimedia, to mobile devices. There are three components to the elata senses solution: the Manager Tool, the Server and the Device Pack. Using its intuitive profiling methodology, elata senses allows the system administrator to model the user subscriber base using a graphical interface and target data services to individual users or to proposition groups using a simple drag and drop process. This enables the administrator to automatically provision, install and, where necessary, remove data in the correct format for the device and with no user intervention. The elata senses device-side software interprets the different types of data services or applications to determine how the device manages the information and how it is installed. At pre-determined intervals, a small piece of device-side code compare!

s the current known profile against the profile stored in the elata senses Server. Any new or updated content is automatically retrieved and installed, and any defunct content is removed. Unlike competitor offerings, elata senses encompasses cross platform content and device management, plus portalisation and is fully scalable, network independent and sets a clear migration path from 2G through 2.5G to 3rd generation data services. There is no other framework available today that has either the level of function or scalability of elata senses.

elata senses has been developed to address the needs of:

- Wireless Network Operators - by allowing operators to provide personalised data, services and applications to, WAP phones, Smart phones, Symbian, Palm, and Pocket PC devices. This enables the operator to generate usage revenue streams and, increase user loyalty through offering personalised data services

For further press information, please contact:

Andrew Durkin
Mustard PR
Tel: +44 (0) 1753 889100
Fax: +44 (0) 1753 889101
email: andrew@mustardpr.com