

# Optimus launches the 'Optimus Zone' wireless service in Portugal with elata

Submitted by: Nelson Bostock Unlimited

Monday, 9 June 2003

---

London, 9 June 2003: – elata, the innovative wireless software specialist, has been chosen by Optimus to enable the delivery of new-generation wireless data services to its 2.1 million subscribers in Portugal. Optimus has launched the 'Optimus Zone' service using elata's managed service delivery solution as one of the core components. 'Jogos Java' is the download service of Optimus Zone and includes well over 100 Java gaming titles and a range of compelling downloadable entertainment services.

elata's managed service delivery solution is based on the intelligence and flexibility of the elata senses subscriber services management software. Each stage of the service delivery process is managed by elata's system - enabling robust integration, control and cost efficiencies.

José Gomes, Optimus New Business Unit Director, said: "We selected elata senses due to its enhanced capabilities to deliver not only wireless Java services, but its flexibility to support multiple content types and marketing models in a managed and secure environment. elata has enabled us to deploy these new services in a straightforward and professional way, thus bringing sophisticated downloadable content to our customers. elata will also enable us to offer our local application and content development partners in the i-nnovators developer programme access to international markets."

The service supports an extensive portfolio of devices from leading vendors such as Nokia, SonyEricsson and Siemens, where the elata senses UAProf feature<sup>1</sup> recognises device capabilities and filters downloadable content accordingly. For this new service, elata senses also integrates and manages a host of third party content providers into a categorised and unified portfolio of services selected by Optimus. These are accessed through the Optimus WAP and Web portals, where services can be viewed, selected and downloaded, based on personal preferences.

Joana Ribeiro da Silva, Optimus Mobile Internet Director, continued: "A key factor influencing our choice of elata senses is that the success of downloadable services is not only based on physical application delivery, but also on the equally important factor of enhanced marketing models. Optimus seeks to provide a compelling, memorable and value-added subscriber experience. elata senses functionality and flexibility are helping us to achieve this goal".

Gavin Freed, Chief Executive Officer, elata said: "We are delighted to add an innovative company like Optimus to our growing European customer base. elata senses provides the functionality to enable Optimus to deliver an exciting range of varied new data services and with elata service management, Optimus is free to focus on its network, its customers and its business. This deal pushes elata ahead as a clear innovator and a proven leader in the market for mobile service delivery solutions."

-ENDS-

Notes to Editors - About the deal:

As a core component of the solution, elata senses will enable Optimus to:

deliver mobile data services Over-The-Air (OTA) to mobile devices from leading handset manufacturers such as Nokia, SonyEricsson and Siemens. Using the UAProf standard<sup>1</sup>, elata senses recognises the capabilities of the device and delivers data services that are filtered accordingly.

deliver innovative new generation data services by integrating third party content providers and its ability to categorise a portfolio of subscriber services based on marketing strategy.

enable users to discover new services - users will be able to view, select and download services that match their interests and are compatible with their mobile device via their handset or Optimus' online portal.

apply new tariff and charging models through flexible application within the elata senses system.

## Reference

1 – UA Prof – User Agent Profile – elata senses' UA Prof functionality recognises the capabilities of a subscriber's device as it connects with the system - instantly and automatically - without any pre-registration. The device's capabilities such as screen size, pixels, memory, supported content types (including Java and MMS) and bearer (such as GSM, GPRS and UMTS), are established and a device profile is created within the elata senses software system. The profile acts as a filter for delivering applications and services and ensures only compatible services are presented to the device.

## About elata

elata, the UK-based innovative wireless software specialist has been developing solutions for mobile operators and service providers since 1996. The elata senses subscriber management and service delivery system forms the software foundation of a mobile operator's wireless service delivery platform (SDP) and enables the operator to manage their subscriber base and deliver different content types, including wireless Java, to mobile devices. Both platform and device independent, elata senses enables mobile operators to drive revenues from new generation wireless data services. 3 (formerly Hutchison 3G UK Limited), Amena in Spain and Optimus in Portugal are among those who deploy elata senses throughout their networks.

Visit the website at: [www.elata.com](http://www.elata.com)

## About Optimus:

Optimus is well known as the leading third entrant mobile operator in Europe and the only operator in the world to have received 3 consecutive GSM Awards. Optimus delivers a wide range of voice and data services to its 2.1 million subscribers and has been twice recognised as having the best-quality GSM network in Portugal. Optimus has been pioneering mobile data services since 1999 and is pursuing an active open service platform policy, whereby third parties can interface with SMS, MMS, LBS and billing platforms to create innovative value-added services. The company is leveraging its expertise in mobile entertainment services to bring advanced downloadable content and applications to its customers.

Visit the website at: [www.optimus.pt](http://www.optimus.pt)

For further information, please contact:

elata

Claire Smither

Nelson Bostock Communications

Tel: +44 (0) 207 7229 4400

claire.smither@nelsonbostock.com

Emma Bickerdike

Marketing Communications Manager, elata

Tel: +44 (0)1202 207 407

emma.bickerdike@elata.com

Optimus Telecomunicacoes

Isabel Borgas

Directora de Relações Públicas, Optimus Telecomunicacoes

Tel: +351 93 100 2020

isabel.borgas@optimus.pt