

# IN-FUSIO LAUNCHES DOJA i-mode GAMES PORTAL WITH TELEFONICA MOVILES/Surpasses 100 million Premium SMS

Submitted by: MUSTARD PR

Wednesday, 5 May 2004

---

\*\*\*\*\*  
Breaking News: 100,000,000 premium sms!

IN-FUSIO confirmed that it had surpassed the 100 million premium SMS mark generated as a result of interactions with mobile game players world-wide. Out of the 9.5 million unique registered players since July 2001, over 2 million are active every month. Note to editor: IN-FUSIO defines an 'active\*' player as one which has at least one paid for transaction per month.

\*\*\*\*\*

## IN-FUSIO LAUNCHES DOJA i-mode GAMES PORTAL WITH TELEFONICA MOVILES

- IN-FUSIO widens its support for the best platforms and continues to provide consumers and operators with the widest choice of games. Through the European i-mode model, IN-FUSIO directly targets consumers for the first time -

Bordeaux, France - May 5th, 2004 - IN-FUSIO, a leading mobile games service provider and publisher in Europe, US, and China, today announced that it has successfully launched its Doja games portal with Telefonica Moviles, a move which sees IN-FUSIO making its first entry into the business to consumer channel.

Launching just three weeks ago with Telefonica Moviles, IN-FUSIO has already climbed to third position in the portal's ranking of top publishers. With an initial portfolio of four games (South Park, Rollerblade, DJ Bubble and the enormously popular Wallbreaker), IN-FUSIO will add a new game every month, the first addition being the classic shoot 'em up Terminator (available from today). Games cost Euro 3.00 pay per play to download. IN-FUSIO intends to add its unique 'managed' competition service to the offering over the summer, which has been proven to further increase the addictive and revenue-generating potential of its games.

IN-FUSIO also announced that a further two European operators are due to launch its i-mode offering this summer.

By adding the i-mode Doja platform to its portfolio of service and publishing capabilities IN-FUSIO further extends its ability to offer the most comprehensive and complete solution for the delivery and management of mobile games across all four dominant mobile games technologies - Java(tm), BREW(tm), ExEn(r) and i-mode.

Commenting on the announcement, Giles Corbett, co-CEO, IN-FUSIO said: "i-mode's shopping mall model gives publishers the possibility to organise the content and service as they think best. This model will prove extremely popular, offering significant rewards to those who get it right".

-ENDS-

Note to editor: \* IN-FUSIO defines an 'active' player as one which has at least one paid for transaction per month.

#### About IN-FUSIO

With the largest market share of mobile games in Europe and China, IN-FUSIO has entered the U.S. market to offer its diverse portfolio of original games entertainment and value added services to wireless carriers. At present, IN-FUSIO's portfolio of 65 mobile titles has been enjoyed by more than 9.5 million players worldwide. From stand-alone JavaT, BREW and i-mode (Doja) games to a fully managed and integrated games service, (ExEn, ExEn Gaming Extensions EGE for MIPD 2.0) IN-FUSIO has unparalleled industry experience. As a games publisher and game service provider, IN-FUSIO provides a clear entry point for brands and game developers to effortlessly enter the mobile games market. IN-FUSIO currently works with a number of global game developers and has recently acquired, the Chicago based game studio Cybiko.

IN-FUSIO customers include Verizon, Sprint, AT&T, Vodafone D2, Orange France, SFR, Orange UK, Vodafone Omnitel, Telefonica Moviles and China Mobile. IN-FUSIO games are available on a wide range of handsets including, Nokia, Motorola, LG, Siemens, Toshiba, Sagem, Panasonic, Sharp, Alcatel, Philips, Mitsubishi, Bird and Vitelcom.

For more information, please visit the IN-FUSIO website at [www.in-fusio.com](http://www.in-fusio.com).

###

For further IN-FUSIO press information, please contact:

Andrew Durkin  
MUSTARD PR  
Tel: +44 (0) 1753 889100  
M: +44 (0) 7887 998407  
email: [andrew@mustardpr.com](mailto:andrew@mustardpr.com)  
[www.mustardpr.com](http://www.mustardpr.com)