

# The Mobile Internet Arrives with the Launch of jbag.net

Submitted by: 2thefore

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New mobile platform enables businesses to launch their own mobile internet services easily and affordably to customers within minutes and hours – not months!

London – 29 November 2004 - Companies looking to bring existing and new value-add services and promotions to life on customers' mobile phones can now do so following the launch of a new, affordable and easy to use mobile application service platform in the UK. jbag.net, introduced by 2K development, enables businesses to create and deliver branded mobile Java or WAP applications to consumers within hours, or even minutes. Suitable for more than 200 different multimedia handsets from all major mobile handset manufacturers, jbag.net is a 'white label' solution that enables companies to deliver branded, value-add and revenue generating services to their consumers.

The mobile phone has become an integral part of people's personal and professional lives, with multimedia handsets and faster connections driving consumer demand for more sophisticated mobile content and services. According to the ARC Group, handsets equipped with Java rose three-fold in 2003, reaching sales worldwide of 95.5 million. The majority of low-end handsets now hitting the market include Java, which is likely to increase the share of Java-enabled handsets sold over the next five years from 21% to 86% by 2008. Furthermore, ARC Group predicts that virtually all 3G handsets will have Java as standard.

Despite such growth, companies have never quite been able to crack the ability to use the mobile phone as a more effective sales and marketing device - providing dynamic, tailored content, earning further revenue and building customer loyalty.

"Until now it has proven very difficult and often expensive for companies to offer rich services on the consumer's mobile phone," explains Hussein Dickie, CEO for 2K development. "This is because there hasn't been an easy turn-key service for creating value add, easy to use, profitable services to consumers

"Our technology makes it very easy to launch mobile Java portals and internet sites. More importantly, jbag.net is very affordable and highly scalable so our customers can test the success of the service before moving onto any next and future phases. With jbag.net, we believe we are now truly bringing the concept of the Mobile Internet to life for companies large and small."

Customers are already signing up to the jbag.net and the first two UK customers will be announced shortly.

jbag.net is typically designed for companies that will benefit by extending their existing online capabilities and those who see the potential of introducing new, dynamic and innovative services to consumers through their mobile phones. These include premium content, gambling, travel, stock broking, recruitment and dating. Applications for consumers are only limited by imagination, ranging from travel guides and betting tips to horoscopes and celebrity news.

Using jbag.net is easy. For businesses wishing to sell new or existing services to customers through

their mobile phones, companies simply connect their content and select their options using the jbag.net online partner portal. jbag.net does the rest; creating branded applications, dynamically optimising the content, and on request delivering this to the consumer's mobile handset. The platform is integrated with all standards based billing solutions and other value added technologies, such as Location Based Services.

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Photos available on request.

For further information about jbag.net visit [www.jbag.net](http://www.jbag.net) or contact:

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About 2K development

2K development was founded in August 2002. Our company develops innovative, easy to use mobile products and services enabling businesses and consumers to take full advantage of the Mobile Internet.

[www.2Kdevelopment.com](http://www.2Kdevelopment.com)