

# Qpass Announces its Extended Product Suite

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## Product Portfolio Strengthens Qpass' Role Providing Software That Powers the Entire Digital Supply Chain

Qpass, whose software powers the marketplace for digital media and services, today unveiled its new product suite, following the recent acquisition of content delivery software provider ucp morgen. The new product set consists of four elements - the Qpass Content Delivery Platform, Qpass Service Management Platform, Qpass Payment Server and the Qpass MultiMedia Album. The four products, provided as standalone solutions or as integrated components, manage the entire supply chain for digital media and services. Each is designed to integrate with existing business systems, enabling customers to create, launch, and manage offers across any distribution network.

"We have extended our product line in direct response to needs expressed by our customers and content provider partners," said Chase Franklin, Qpass CEO. "These additional products provide the key capabilities that they need to more efficiently manage the digital supply chain, and continue the extraordinary pace of growth for the market for digital media and services."

"This newly combined portfolio provides a powerful suite of capabilities and ensures that the digital services market can scale for years to come," said Paul Hughes, Wireless Lead Analyst for the Yankee Group. "We predict that more than \$15 billion will be spent on mobile entertainment applications in the US and Europe by 2008."

Qpass Content Delivery Platform delivers the capabilities required to present offers and deliver digital media and services products to end users by:

- Providing an efficient web-based workflow for the upload and management of digital content - including ringtones, games, music, video, and tickets;
- Presenting content offers for searching and shopping by end users, rendered for either the web or mobile device;
- Delivering downloads via SMS, MMS, WAP push, WAP OTA and J2ME download.

Qpass Service Management Platform enables operators and media companies to launch and manage any offer, for any device, on any network, leveraging existing business systems by:

- Efficiently integrating content providers into the operator's core business systems, and managing contracts, settlements, and reporting through a web-based workflow;
- Managing a single centralized offer catalog for all types of premium digital products, with sophisticated capabilities for pricing, bundling, promotions and access control;
- Delivering transactions to pre- or post-paid billing systems, credit and debit cards, or other payment systems;
- Using real-time reporting and customer care interfaces for operators, content providers, and end users.

Qpass Payment Server provides secure, efficient management of micro and macro payments by:

- Providing full capabilities for micro and macro payments for digital media and services;

- Providing online self-care for operators, content providers and end-users;
- Supporting all types of payment methods, including credit and debit card, prepaid and postpaid billing systems, Simpay, and more.

Qpass MultiMedia Album provides a rich peer-to-peer photo, media and messaging experience for end users generated content by:

- Providing an easy to use web based tool for end-users to manage all their media products, including pictures, messages, audio files, video files and more;
- Enabling end-users to create and deliver multimedia messages featuring video, audio, and other content through an efficient web interface;
- Efficiently integrating with existing MMS, WAP, or other infrastructure to increase usage and revenue for peer-to-peer media.

#### About Qpass

Qpass software powers the marketplace for digital media and services by efficiently managing the entire digital supply chain over any network and any type of device. The Qpass product line includes the Services Management Platform, Content Delivery Platform, Payments Server, and MultiMedia Album. Today this infrastructure powers a digital services marketplace for operators reaching more than 140 million subscribers globally, generating hundreds of millions in revenues. Qpass software works as an overlay to existing business systems including provisioning, billing and CRM, speeding service innovation and providing much greater flexibility for new offers.

Qpass customers include mobile operators Cingular Wireless, T-Mobile International (UK, Germany, Austria, The Netherlands, Croatia and Czech Republic), Nextel, ALLTEL, Vodafone Ireland, Boost Mobile, and Hutchison 3G ; as well as leading consumer portals such as Yahoo! UK and Germany, uboot ([www.uboot.com](http://www.uboot.com)) and SMS.at ([www.sms.at](http://www.sms.at)). Today more than 300 content providers and aggregators are integrated through Qpass software, providing access to more than 500,000 applications to end-users in the U.S. and Europe. Qpass global headquarters are in Seattle, Wash., with European headquarters in Vienna, Austria. Qpass is privately held and its investors include Westbury Capital Partners, Venrock Associates, RRE Ventures, Seapoint Ventures, Granite Global Ventures and Oak Investment Partners. For more information on the company, visit [www.qpass.com](http://www.qpass.com).