# ELATA LAUNCHES EVOLUTION™ TO REVOLUTIONISE THE MOBILE CONTENT SHOPPING EXPERIENCE

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The elata evolution™ on-device catalogue server enables mobile operators to drive revenues from rich media mobile content.

3GSM World Congress 2005, Cannes, France: 15 February 2005:- elata, a global leader in mobile content delivery and device management software solutions, today announced the launch of the elata evolution™ on-device catalogue server. elata
evolution™ enables users to browse a highly customised, easy-to-use offline version of the service provider's mobile content catalogue via a device-resident client.

With increasing volumes of spend on mobile entertainment services - forecast to be worth $50.72bn by 2009† – mobile operators and service providers are keen to secure their share of this market. elata evolution™ has been designed to meet this requirement and improve the discovery and purchase of rich media mobile content – giving subscribers more control and a simplified and enhanced user experience.

The elata evolution™ on-device catalogue server drives a handset-resident client that stores a personalised mobile content catalogue matching the subscriber's preferences and capabilities of their device. evolution™ regularly refreshes the content catalogue with new content previews and links to new content downloads, and operators can control the business rules that drive the content catalogue via the evolution™ server. Subscribers can browse the content catalogue offline, without the need for a browser session, making it quick and easy to navigate the menus to select and download mobile content.

Not only does elata evolution™ simplify the content discovery process by enabling subscribers to browse and buy content much more quickly, thereby differentiating the mobile operator's mobile content shopping experience, operators can also customise the look and feel of the on-device catalogue to present a consistent, familiar brand experience, improving the usability of the catalogue and maintaining customer loyalty.

"Creating the ultimate wireless shopping experience is as important as the content itself," said Matt Hooper, Vice President, Marketing and Strategic Alliances at elata Ltd. "elata evolution™ is already being deployed by elata's customers and we're seeing a clear shift in the market towards client-server solutions for several key reasons: firstly, clients are fast and standards-based; secondly, they allow a high-level of branding and control and thirdly, the parameters of the client can be controlled by a central server and the client can be provisioned over-the-air to a device. elata evolution™ puts the power in the server to revolutionise the wireless shopping experience."

† - "Mobile Transactions: Evolving models of payment in the mobile content, commerce and retail marketplaces." By Paul Merry, Research Analyst, ARC Group.

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About elata

elata, a global leader in mobile content delivery and device management software systems, has invested over US$15 million in developing a comprehensive range of modular, flexible solutions to meet the needs of mobile operators and service providers.  elata's suite of software products enable mobile operators to manage content from third party providers to create a dynamic content catalogue that can be targeted and promoted to subscriber groups and delivered over-the-air to mobile devices.  By addressing these mobile content delivery and device management challenges elata enables operators to drive revenues from a mobile content market that is predicted to be worth US$126 billion by 2008.  The 3 Group, Amena (Spain), Areeba (Cyprus), Optimus (Portugal) and Orange France are among those who have deployed elata's solutions throughout their networks.

Visit the website at: www.elata.com