

Volantis Chosen by Discovery to Deliver Global Mobile Portal

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Guildford, UK – 1st March 2005: Volantis, the world's leading supplier of Intelligent Content Adaptation solutions and services for the next generation Internet, has been chosen by Discovery Networks International, the international division of real-world entertainment company Discovery Communications, to develop, deploy, and host its all-new global mobile portal. Beginning its rollout in Asia in Spring 2005, Discovery's global mobile service will be available through the branded portals of mobile network operators, as well as 'direct to device' for subscribers who have Internet access via their mobile phone.

The new portal will provide consumers around the globe with an array of content from all of Discovery's brands delivered in various forms including news & information, images, video clips, guides to programmes, SMS/MMS messages, ringtones, truetones and quizzes. It will also offer pioneering services in support of the company's lifestyle programming such as a "Pregnancy Calendar" that, based on an actual conception date, will send a message, every week throughout the duration of the pregnancy, containing pictures and information on the baby's progress as well health tips and advice.

The Volantis Intelligent Content Adaptation solution recognises more than 350 attributes of more than 1,300 mobile devices allowing it to generate, in real-time, precise content optimized for each individual mobile handset. This means that each Discovery mobile user will receive an extremely high quality brand experience.

Mark Watson, CTO Volantis, commented, "Overcoming the challenge of delivering a wealth of brand assets across a diverse global mix of operators and mobile devices is exactly the problem that Volantis Intelligent Content Adaptation technology solves. Our solution will allow Discovery to deliver a consistent brand experience and will support the growth of its creative content distribution in the mobile environment."

"As a leading provider of entertainment and information programming, Discovery looks for new ways to deliver its content to consumers on their terms," said Tanya Field, VP New Media at Discovery Networks International. "We want to offer a sophisticated mobile solution that complements our existing channels, deepens our customer relationships and provides for more choice and flexibility. Volantis' award-winning technology and proven success in working with other international brands on a large-scale makes them the ideal technology partner in this endeavour."

The Discovery service will utilise the Volantis Managed Service solution, also used by customers such as Reuters, eBay.co.uk, and FT.com, which provides end-to-end management and optimised delivery of both centralised and localised content to thousands of different devices across any network. Volantis will manage all aspects of delivery including integration in to operator portals and billing systems, content management, download and messaging services.

About Volantis

Volantis (www.volantis.com) is the world's leading supplier of Intelligent Content Adaptation solutions and services for the next generation Internet. It has leading content provider, mobile network operator

and enterprise brands as customers, its technology is used in solutions from some of the world's biggest IT suppliers, and it leads key industry standards bodies.

With Volantis, intelligence about thousands of access devices, operator networks, aggregator/operator portals, content/database management systems, billing systems and location-based services, is used to adapt content in real-time for optimal user experience. Intelligent Content Adaptation reduces the cost and complexity of delivering Internet content and services to any access device, and increases user satisfaction.

Volantis is used around the world by leading brands such as 3, Accenture, AT&T Wireless, Centertel, CSC, eBay.co.uk, EMAP (FHM, Kiss, Empire, Q, Max Power & Kerrang!), FT.com, HP, IBM, lastminute.com, M1, Telefonica Moviles, Telecom Italia Mobile, Telenor Mobil and William Hill. Volantis also Chairs the World Wide Web Consortium (W3C) Device Independence Working Group.

About Discovery Communications

Discovery Communications, Inc. is the leading global real-world media and entertainment company. DCI has grown from its core property, the Discovery Channel, first launched in the United States in 1985, to current global operations in more than 160 countries and territories with more than one billion cumulative subscribers. Outside the United States, Discovery offers 10 international brands, programming in 33 languages and reaching 548 million cumulative subscribers. DCI's ownership consists of four shareholders: Liberty Media Corporation (NYSE: L), Cox Communications, Inc., Advance/Newhouse Communications and John S. Hendricks, the Company's Founder and Chairman.

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