

BVRP SOFTWARE & AVANQUEST JOIN FORCES AT CEBIT

Submitted by: Media Safari

Tuesday, 1 March 2005

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Hall 15 Booth D66 – March 10-16, 2005

- BVRP launches Mobileeffects content download site, and exhibits enhanced version of Award-winning Mobile PhoneTools®;
- Avanquest announces the launch of Avanquest Online and introduces new retail titles

BVRP Software, a leading global developer of innovative software, and its Avanquest global software publishing subsidiary, have joined forces for the first time at the CeBIT Show, March 10-16 Hall 15 Booth D66.

The combined exhibit of one of the industry's broadest software product offerings includes enhancements to BVRP's renowned family of mobility, productivity and utilities applications and published titles for the global PC market available from Avanquest, which operates in territories responsible for 90% of the world's software sales.

Highlights of the BVRP-Avanquest exhibit will include the debut of a new version of BVRP's award-winning PC-cellular convergence program, Mobile PhoneTools, and the European launch of Mobileeffects.com, BVRP's mobile content download site, offering ringtones, wallpapers, screen savers, games and much more. Avanquest will announce the launch of Avanquest Online, its new international online sales site and unveil several new titles destined for retail shelves in Europe, U.S. and other markets.

"This year at CeBIT, our commitment to driving software innovation in multiple categories through all distribution channels, from OEM to retail and web, will be very evident," said Bruno Vanryb, Chairman & CEO, BVRP. "From the new version of Mobile PhoneTools and mobileeffects.com to powerful creative tools that serve the needs of digital media enthusiasts and the newest solutions for protecting consumers on the Web, the industry will have a chance to see it all in our exhibit."

Here is a glimpse of products that will highlight the CeBIT exhibit:

Mobile PhoneTools -- Increasing Multimedia

With about 10 million copies sold, BVRP's Mobile PhoneTools is the world's leading PC-Cellular convergence software. The 2005 version integrates innovative functions like multimedia, Wi-Fi, 3G, Smartphone-support and Bluetooth capacities making it possible to create solutions that fully meet the needs of BVRP's various OEM clients: telephone manufacturers, carriers, and manufacturers of mobile accessories. With Mobile PhoneTools, users can now apply a wide range of special effects to their images, sounds (mixing console) and video MMS. The new edition also makes it possible to automatically access content download sites online.

Mobile PhoneTools Offers Wi-Fi and 3G connectivity, Smartphone compatibility

With BVRP Connection Manager, Mobile PhoneTools is capable of connecting to WiFi and 3G networks as well as the "classic" networks (2G and 2.5G, and offers intelligent functions for roaming and fallback to the best available network (Wi-Fi, UMTS, EGDE, GPRS, GSM, EvDEO, 1xRTT, CDMA). The new version also introduces compatibility with devices using the world's leading "Smartphone" platform, Symbian OS, including all high-end handsets of Motorola, Nokia, and Sony Ericsson.

Mobile PhoneTools Integrates Bluetooth for Greater Comfort

Mobile PhoneTools simplifies the Bluetooth connection for the user. New functions rely on Bluetooth properties to allow automatic synchronization between the user's telephone and PC. Equipped with an updated, original-design interface and powerful technical functions, the Mobile PhoneTools software suite is still just as easy to use.

Mobileffects

BVRP's new addition to the roster of independent mobile content stores on the Web, <http://www.mobileffects.com> offers an extensive library of premium content adapted for a worldwide audience, including thousands of ringtones and 30 different categories of wallpapers, screensavers, images, video clips and mobile games. The site can deliver content through most major mobile carriers in the US, Europe and Asia, including Vodafone, Cingular (AT&T Wireless) and Orange.

The site also allows mobile users to customize and send personal photos from their PC to their mobile phones.

While at the CeBit Conference, BVRP will offer free mobile phone content (ringtones, wallpapers, java games, etc.) to the 10,000 first registrants to the Lounge Club of MobilEffects who stop by our booth # D66 Hall 15 (no purchase and no credit card is necessary to participate).

Avanquest Online

The BVRP Software group, which does close to 5% of its sales on the Internet through its various regional sites, is looking to breathe a new 2005 growth dynamic into its online sales by launching Avanquest Online worldwide.

Based on a powerful e-commerce platform developed entirely by the group, Avanquest Online will offer for sale – in the form of a unified software catalogue – all the software products published by Avanquest, the international publishing network created by BVRP Software.

Avanquest Publishing

Through global publishing services and local expertise, Avanquest offers top-selling software products to customers around the world. Software developers work with Avanquest to achieve global sales goals for their products. Consumers trust Avanquest to deliver quality products. Receive award-winning products from Avanquest with a 25% discount when you visit our CeBIT booth and receive a discount card.

About BVRP Software

Based in France, with subsidiaries in Germany, Great Britain, Spain and the United States, the BVRP Software Group is a worldwide leading publisher of communications and mobility software and a major provider of personal and professional software designed for utilities, office productivity and multimedia. Founded in 1984, BVRP Software celebrated 20 years of innovation in 2004. BVRP products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. In June 2003, BVRP Group formed Avanquest Global Software Publishing, a coalition of software publishers offering worldwide publishing resources to software developers everywhere. The group posts revenue of €57M in 2004 with operating profits above 11% (non audited figures - final 2004 annual results published on March 21, 2005). Listed on Euronext (ISIN FR0004026714) since December 1996, BVRP Software is part of the NextEconomy segment and the SBF 250 index. Additional information on BVRP is available at <http://www.bvrp.com>.

About Avanquest

Formed in June 2003, Avanquest is a network of companies offering a complete range of software publishing resources and a worldwide market to software developers from around the globe. With local offices in France, Germany, Spain, UK and US, Avanquest has long-established relationships across all channels of distribution in markets covering nearly 90% of the world's total software sales.

Avanquest's parent company, BVRP Software Group, is a leading international software developer and publisher. Founded in Paris in 1984, BVRP is listed on the Nouveau Marché of the Euronext stock exchange (ISIN FR0004026714). For additional information, please visit <http://www.avanquest.com> and <http://www.bvrp.com>.

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