

20.10.09 14:05 Age: 323 days

3Apps hits the market - More than "just another Application Store"

Mobile Operator 3 has launched its pre-installed Application Store 3Apps on massmarket-devices SonyEricsson T715 and Naite as well as the latest cutting-edge touch-screen handset SonyEricsson Satio.



Denmark/ Sweden/ Germany - October 20, 2009: It's the first time a mobile Application Store incorporates rich user-experience, useful features and a beautiful look & feel - on feature phones - without the need to own an expensive high-class device.

Utilizing SYNAPSY's ODP (On-device portal) technology on client and server side, Nordic's mobile innovation leader 3 just launched its brand-new On-device Application Store called 3Apps.

Jakob Hagemann, Product Manager Mobile Applications 3 Denmark said: "We don't start our own Application Store just to have one too.

We believe that it's important to go beyond experiences known from mobile browsers and offer a user-experience and usability that - itself - is fun for our customers already.

This combined with one-click accessibility from device's home screens, useful features like "MyApps" that lists all installed applications and games in one single place to be launched from there, a daily growing number of high quality content and offering this not only on high-level devices but especially on mass-market feature phones, we believe to have something unique in place that our users will love."

André Freier, Managing Partner of SYNAPSY adds: "It's great to see 3Apps running pre-installed on the first devices and, in the next step, upgrading hundreds of thousands of 3 devices by replacing the 3eXplorer with the multi-platform On-device Portal developed by SYNAPSY and fully customized for 3."

About 3

The 3-group is the leading global player in the 3G arena, holding licences in 10 markets with total population coverage of approximately 175 million. In Sweden and Denmark, 3 is a joint venture between Hutchison-Whampoa Limited (60%) and Investor AB (40%). 3 Scandinavia also holds a license to operate a 3G network in Norway. For more information, please go to www.tre.se and www.3.dk

About SYNAPSY Mobile Networks

Founded in 2001, the German company SYNAPSY is a leading provider of end to end solutions for building up and operating highly flexible carrier grade mobile content management & delivery solutions.

One of SYNAPSY's main goals always was and still is to automate processes as much as possible whilst offering extensive but streamlined services, solutions and easy to use interfaces for all parties in the value chain ? as a result partners can expect highly automated content ingestion processes, extensive administration, monitoring and reporting interfaces or stunning storefronts in Web, WAP and On-Device (ODP).

Having long-term server-side development & processing experience for Mobile Operators like 3, Orange or Vodafone as well as cutting-edge client-side application developments like the JavaME Wrapper Engine JarJacket developed in-house, SYNAPSY can ensure to provide fully managed services that incorporate stable & performant server-side solutions with innovative client side applications available for a wide variety of mobile devices.

Almost all international well-known mobile game developers and providers are familiar with SYNAPSY's submission interfaces ? this makes SYNAPSY to an ideal partner for launching new services with a short time-to-market target. For more information, please go to www.synapsy.com

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