

User Experience ... Statistics and Analysis... Research ... Marketing ...

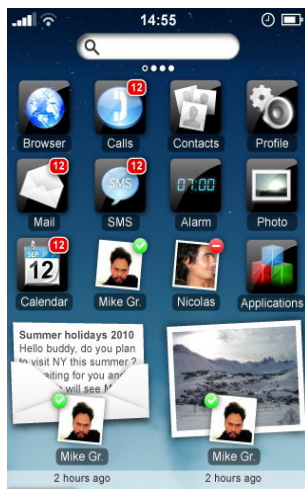
Abaxia at the Mobile World Congress: seamless instant search on your mobile handset screen whatever its brand or its OS

**HALL 2
BOOTH 2F28**

January 2010. Abaxia, publisher of software for mobile phones and European leader of customized user interfaces designed to promote the operators services continue its strategy designed to ease the life of mobile users. The new research function, in connection with « Abaxia Open Platform » offers a **new access mode and a customized service to the user, whilst** bringing to the operator richest and smarter information about their client practices.

*« Because users are more and more connected, Abaxia now offers a dynamic menu on the idle screen of the mobile integrating extremely simple and immediate research of services corresponding to what users or a group of users may wish. Operators and manufacturers can therefore measure and improve their services on the mobile phones », emphasizes **Cédric Mangaud**, CEO of Abaxia.*

Abaxia Mobile Desktop Suite now incorporates:



- **Mobile Portal**, user interface managing and displaying on the welcome screen of the mobile phone the services operators and manufacturers want to promote.
- **Mobile Finder**, simple and unique access point for research and immediate access to richest and richest services offered on smart phones.
- **Abaxia Open Platform**, client-server solution allowing updating of the user interface in a connected way in order to better answer to the needs of a user or of a group of users. Thanks to AOP, operators and manufacturers can research and analyze to better understand the needs of the client after the point of sale.

About Abaxia

Established in 2001, Abaxia is a French company becoming one the world leaders of the specialists of development of applications for mobile phones with nearly 25 million mobile phones incorporating its solutions as of today. They are used to promote user services on the idle screen of mobile phones. Its clients are telecom operators like France Telecom, Orange, Vodafone, Telefonica, Bouygues Telecom, etc., as well as manufacturers of mobile terminals: HTC, LG, Motorola, Nokia, Sagem, Samsung, Sony-Ericsson, Toshiba etc. Abaxia rolls out, through its partners, nearly 30.000 mobile phones every day. Abaxia headquarters are located 40 rue Madeleine Michelis, 92200 Neuilly sur Seine (close to Paris) – France. Tel: +33 (0) 1 41 10 22 33. Fax: +33 (0) 1 41 10 82 32. For further information: www.abaxia.com