

Press Release
For Immediate Release
23rd March 2006

Popular mobile news site is the first to bring Abaxia's MobileTag technology to consumers

Imbedded Tags in W3SH t-shirts will direct mobile users to a wealth of content when snapped with a camera-phone

Abaxia, a leading specialist in embedded mobile software solutions, has today announced that W3SH, the popular French mobile news web site, will be one of the first to bring its MobileTag technology to consumers by featuring data matrix prints on a new range of W3SH t-shirts.

MobileTag is an embedded application that will enable camera-phones to read and decipher the matrix, known as 'Tags', which appear on the t-shirts as a small square symbol on the back of the shirt, near the collar. To use the service, mobile users will simply need to launch the MobileTag application from their mobile phone, centre the Tag within the screen, and then snap the image with their camera phone.

After photographing the Tag, the user will be automatically directed to the W3SH Web portal, and on to any number of different web sites, depending on which Tag is photographed. W3SH (pronounced 'wesh', a slang term for 'yes' in French) is well known in France for its comprehensive feature articles, as well as its irreverent reporting of the mobile industry. It is the first company to use Abaxia's MobileTag barcodes in this way.

"By combining this kind of hi-tech innovation with everyday, affordable apparel, we are making this exciting new technology accessible to everyone in a fun and easy way," says Cedric Mangaud, CEO, Abaxia. **"This agreement helps to highlight the endless possibilities for MobileTag. Already, we can see a wide variety of applications for this technology, from transport timetables to movie trailers. These services will not only benefit consumers, but will drive revenues for mobile operators."**

MobileTag was developed to provide simple and easy access to external content. In addition to clothing labels, the MobileTag barcodes can be inserted into any text on a paper document, on television, or any kind of advertisement. By using this technology, mobile users will benefit from instant access to huge libraries of content that is continually and automatically updated.

The Tags can be used in the same way in order to send messages to advertisers with just one-click, by using the phone's built-in SMS, MMS or e-mail capabilities. Mobile operators will also

benefit from the new service, since MobileTag provides easy access to a wide variety of mobile content, thereby sparking an increase in mobile data traffic.

Likewise, Tags can be created in order to activate other mobile phone functions easily, such as contact or calendar management. With MobileTag, users can also benefit from direct links to URLs, content download (such as applications, ring tones, logos, games and videos), SMS/MMS sending, Vcard downloads, localisation services, payment activation, and information display.

"Loyal W3SH readers and new recruits can now experience our unique editorial style simply by snapping a picture of a W3SH t-shirt Tag," says Nghia Nguyen Dai, chief redactor of W3SH Magazine. **"W3SH prides itself on its honest, passionate, non-conformist editorial coverage of mobile technology. We always strive to stay one step ahead of the latest technology breakthroughs, so it seemed a perfect fit to partner with a company as innovative as Abaxia."**

The W3SH t-shirts are 100% pre-washed Cotton, screen printed in four colours. Each t-shirt features two woven labels, as well as the MobileTag barcode. The t-shirts are available from the W3SH web site (www.w3sh.com) for 22 euros (approx. 15 GBP), including all taxes, but excluding shipping.

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Note to Editors:

Images to illustrate the Mobile Tag application on the W3SH T-shirts are available from Andrew Ball andrewb@chab.com or please see press contacts section below.

About MobileTag

MobileTag allows individuals and professionals to create, manage, and print data matrix prints, known as 'Tags', which can be inserted into any text on a paper document, on television, or any kind of advertisement. Mobile phone users then simply have to centre the Tag within their screen, and snap the image with their camera phone, in order to be automatically directed to a specific online service, such as a Wap or Web portal. MobileTag is already a partner with a wide variety of content providers and publishers. More information is available at www.mobiletag.com

About Abaxia

Abaxia is a software publisher specialising in mobile embedded software solutions. Its primary mission is to provide Mobile Services carriers, Terminals manufacturers and Internet Service Providers mobile embedded solutions for increasing their ARPU by easing out the usage of mobile services. Abaxia designs very powerful user-friendly solutions to turn Smartphones into true wireless links at the centre of everyday use, giving the best user experience. Abaxia currently plays a major role in six constructors' ROM build, and is referenced among the leading mobile industry companies as Orange, Nokia, and Bouygues Telecom. The management team has extensive experience in mobile computing, with a mixed background in telecommunications, information systems and Internet technologies. More information is available at www.abaxia.com

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