

## **IMImobile tie-up with Dialog Cellular, Sri Lanka for world cup updates**

*- To enable World Cup video clips for Dialog Subscribers-*

**Hyderabad, India, January 2004:** IMImobile, India's leading global end-to-end enabler of mobile Value Added Services, has entered into a tie-up with Sri Lanka's leading cellular operator, Dialog, to provide World Cup updates there. This is the first time that an Indian technology company has been signed by Sri Lanka's leading cell phone operator to manage its value added services.

For the first time, the subscribers of Dialog will be able to get live cricket action from the World Cup on their cell phones in the form of streaming videos. The subscribers will be able to download a wide range of content including live streaming, video clips, highlights and similar news.

"This is a big milestone for our company which is making its foray into the Sri Lankan market with a tie-up with Dialog, the leading mobile company there. Through our unique global delivery model, we will now be able to partner and deliver Mobile applications and services anywhere in the world." Mr. A. R. Vishwanath, Chairman and CEO, IMImobile said.

This tie-up is expected to open up a new set of relationships between the two cricket playing nations. On one side, more Sri Lankan mobile operators will look towards India to enable their value added services. On the other side, Indian operators will be able to replicate many of its services, including those in Tamil languages, for Sri Lanka.

IMImobile is not just deploying the service, but also adapting the content to mobile formats and managing it. The unique managed services model adopted by IMImobile has helped mobile operators get faster return on investments, shorter time to market and quicker integration of the service across the country.