

## IMImobile & KAMERA ink multi-territory mobile deal for Vidiots

**Hyderabad, India, May 31, 2007:** Mobile content specialist Kamera has closed a multi-territory deal with IMImobile, one of the world's leading mobile value added services provider for the comedy channel Vidiots. The deal sees IMImobile handling distribution of the funny home video channel into India, Bangladesh, Sri Lanka, Middle East, Africa, Mauritius, and Caribbean Islands and Latin American territories.

IMImobile is one of the world's pre-eminent mobile VAS players, supplying leading edge mobile technologies, services and content to Operators, Media Owners, and Content Owners and Enterprise clients.

Henrik Eklund, CEO Kamera said, "This deal with IMImobile marks an important alliance for Kamera. We look forward to working together to ensure widespread distribution of Kamera's mobile content."

"Kamera has a wide variety of mobile content which is proving popular for the global market. By establishing this partnership, we are poised to take advantage of each other's core strengths in order to most effectively penetrate mobile content market," added Pradeep Rao, Vice President, Content & Applications at IMImobile.

Vidiots, which features over 6,000 home video bloopers, is proving another global hit for Kamera. Over recent months, a slew of deals have been signed, including mobile operators Starhub Asia, Singtel Singapore and Geocell in Georgia as well as online publishers such as Vi Menn, Norway.

Kamera produces, packages and distributes a variety of online and mobile video content covering sports, news and entertainment, which is carried by over 40 web sites and mobile operators worldwide.