

IMImobile acquires Mobytec, the platform powering the award winning Mobyko.com.

Acquisition augments IMImobile's portfolio with a pioneering social aggregation and phone book management service for operators

Hyderabad India, July 8 2009: IMImobile, the leading service creation partner for operators has today announced the acquisition of Mobytec, the technology platform powering the award-winning Mobyko social aggregation service. As a result of the deal, Mobytec will be offered by IMImobile as a revenue-generating fully managed, white label service for mobile network operators (MNOs).

Mobyko Ltd will continue as an independent company offering mobyko.com branded services. Mobytec empowers the phone book for digital social lives. Users are able to synchronise and store social media content (contacts, photos, texts and videos) from their mobile phones in a single, secure online hub and share rich media content with friends across online and mobile ecosystems. The platform integrates with social networking sites like Facebook and Twitter; aggregating live feeds, synchronising events, downloading profile photos to the contact address book and displaying latest Tweets from friends.

For operators, Mobytec is a carrier-grade fully managed service, and a 'sticky' interface between online and mobile activities in the expanding consumer social aggregation sector. By positioning the mobile address book as the natural hub for consumers' online and mobile activities, Mobytec presents a compelling revenue-generation, and customer retention proposition.

Vishwanath Alluri, CEO and founder, IMImobile comments: "We believe that social aggregation tools are going to play an increasingly important role in the operator/consumer relationship. Applications that add value to the customer and provide operators with a converged service, bridging the gap between online social networks and the mobile phone, are vital. Mobytec's proven ability to deliver a world class user experience combined with IMImobile's robust and scalable back-end infrastructure provides a powerful proposition within the market."

Julian Saunders, co-founder of UK-headquartered Mobyko Ltd. adds; "Becoming a part of IMImobile's worldwide offering means we can take the Mobytec platform to the next level in terms of market presence. IMImobile's impressive technology and experience in the mobile operator space brings the required scalability and expertise as we take the service to new markets."

This acquisition represents another step in IMImobile's ambitious organic and inorganic growth plans following the acquisition of dx3 technologies, the M2Y platform from Nokia Siemens Networks and the recent launch of IMEXmobile in the U.K.