

IMImobile takes over M2Y service from Nokia Siemens Networks

Expanded service scope consolidates IMImobile's position in European markets and lays the foundation for further expansion

MWC 2009, Barcelona, Spain -18th February 2009: IMImobile, the leading service creation partner for operators today announced that it has taken control of the Music2You (M2Y) service previously provided by Nokia Siemens Networks.

Under the M2Y brand, Nokia Siemens Networks provided full-track music download and subscription services to leading telecom operators and media companies across the world including Vodafone in India, AOL in Germany and Akado in Russia. As part of the transaction, IMImobile will migrate those services onto its cutting edge DaVinci Service Delivery Platform™ to improve operational efficiencies and enable the delivery of innovative value added services.

Commenting on the transaction, Vishwanath Alluri, Founder and CEO of IMImobile said "The M2Y service provides us an opportunity to expand our global footprint by leveraging our carrier-grade technology platforms and content management system to bring innovative services to market.

Seamlessly extending the DaVinci SDP to power full-track music services validates the robustness and flexibility of our technology platform – a unified system built on advanced architecture to centrally manage multiple content types from multiple content providers and deliver services across multiple delivery channels."

Patrik Sallner, Global Head of Hosting Services, Nokia Siemens Networks adds: "Hosting is a growing segment of the telecom market and we at Nokia Siemens Networks see increasing growth of services-led business models in the telecom industry. Hosting is driving the software as a service business model – a trend that is picking up momentum in both IT and telecom industries - and it is a business model that allows cost effective transformation of mature messaging and VAS environments.

We decided to exit the Music2You business and to focus our hosting business on hosting MVNO solutions and messaging to serve the needs of the diverse customer base in the transforming industry. We therefore wanted to find the right company to take control of the M2Y service for our customers, to ensure continuity and innovate new functionality. IMImobile was chosen based on the robustness and flexibility of their DaVinci Service Delivery Platform™."

Vishwanath Alluri concludes "We expect to fully capitalise on the synergies between M2Y and dx3 Technologies – the London headquartered provider of digital content distribution services, which we acquired at the end of 2008. The combination of these two businesses coupled with IMImobile's product portfolio allows us to offer truly end-to-end solutions on a managed services model to customers globally.

We look forward to delivering added value to M2Y's customers now that they are part of the IMImobile family. The inherent efficiency of the DaVinci Service Delivery Platform™ enables us to optimise our customers' margin opportunities – particularly important in the current economic climate."