

## IMImobile launches DaVinci Social

### *Enabling users to manage their mobile digital social lives*

London 26 January 2010: IMImobile, the leading service creation provider for operators today announced the launch of DaVinci Social, a white-labeled service that will enable users to easily manage their mobile digital social-life. Users will have immediate access to all of their communications, social networks and communities and ensure their content and contacts are safe, all from one place on their mobile.

DaVinci Social will enable operators to offer a competitive social service, and rapidly launch their own service without the associated high operational costs. Operators will also benefit from DaVinci Social's flexible architecture to innovate and differentiate their service by extending it into other third party services and applications.

The service provides a seamless experience across the handset, WAP and Web enabling consumers to remain in full control of their digital social-lives. Users can keep connected with friends from multiple social networks, update their status information, send pictures and videos and receive IM and email notifications, all managed from a single interface. Contact information, photos, video and messages can be backed up and synced onto the cloud from the mobile and PC, ensuring the consumer's contacts are always up to date and their content is safe.

Anu Shah, head of IMImobile Europe said: "DaVinci Social fulfils some of the most fundamental needs of consumers today; to be able to easily stay in touch with everyone they want to and protect personal contacts and valuable digital content in the event they loose or change their handset.

"DaVinci Social places the operator at the heart of a consumer's daily activities. Combined with an intuitive user experience built on IMImobile's open technology, it is a spring-board to launch other consumer services such as music, content and advertising.'

The service incorporates an award winning user experience and can be offered as a fully managed service. DaVinci Social is powered by IMImobile's unique flexible and modular open API DaVinci technology that works as a catalyst for innovation by bringing together multiple services and third party applications enabling operators to respond rapidly to the latest market trends.

DaVinci Social is part of the DaVinci services and products portfolio that brings together music, social networking, mobile advertising, mobile marketing, voice and messaging services.