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PixSense Launches Most Comprehensive Mobile UGC Platform

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Enables Mobile Operators to Provide Personal Media Storage, Social Networking, Location-Tagging, and Personal Content Syndication Services for Mobile Subscribers

SANTA CLARA, California--(BUSINESS WIRE)--PixSense, a global leader in multimedia and web convergence solutions for mobile operators, today announced availability of its new PSP Suite. The PSP Suite enables mobile operators to provide their subscribers with a unified and comprehensive experience of personal media storage, social networking, location-based tagging and content syndication services.

Building on PixSense's trademark preserve, share, publish capabilities, the new platform makes it simple for camera phone users to participate in and build their own mobile, media-based social communities, bringing online social networking directly to the palm of their hands.

A new service enabled in the PixSense platform is the new Flash-based Widgetator which lets users to select and syndicate their favorite media to virtually any blog and social network site with just one click. Users can now focus on creating and sharing memories as they happen, without the need to use a computer for uploading or posting new media.

On select phones, PSP Suite Location Tagging automatically captures the location where the photo or video was taken and provides a location caption. Images captured in the same place or same time can

be automatically organized into corresponding albums for easier sharing and browsing. Users can archive and share entire albums or galleries of photos with friends from phone to phone, phone to web or web to phone.

PSP Suite also allows mobile phone users to automatically synchronize and save their contacts on a web site. Users can also enter contacts directly into the Web interface and automatically have their contact data synchronized onto their phones.

"Contacts, Media, and Location are the three pillars of social networking and with this PSP release, we are bringing all three of these together for any mobile and web subscriber to use," said R. Paul Singh, president and CEO of PixSense "We offer mobile operators and media sites a unique opportunity to offer these services to their subscribers either as an ASP or as hosted software."

PixSense's PSP platform is the only solution that enables mobile operators to deliver high quality mobile photo and video sharing services compatible with all networks, devices, and websites. With one click, mobile subscribers can intuitively upload and organize media from anywhere and share it with anyone – on any phone, website, or PC. PixSense's patent-pending Bio-Compression™ technology provides real-time, on-device media compression, reducing media data payloads by up to 90 percent. Additionally, the PSP technology enhances media quality ensuring faster data transfers, better media quality and significant reduction in costs to the subscriber for the service.

PixSense offers its solution as a hosted software service through mobile operators. The PixSense PSP 2.0 service is supported on over 180 handsets from various manufacturers running various operating systems including Symbian OS™, J2ME™ and Microsoft Windows Mobile® and is in field trials and deployments with various mobile operators throughout Asia and Europe.

PixSense will demonstrate its PSP Suite at GSMA Mobile World Congress in Barcelona, February 11-14, 2008 at booth IZ01 in the Mobile Innovation Zone.

About PixSense

PixSense provides mobile media management and convergence infrastructure, software, and services for mobile operators. PixSense's technology enables digital media management and rich-media messaging services to mobile subscribers who increasingly rely on their mobile phone as their primary media device. PixSense's technology also includes patent-pending, on-device media compression technology and network optimization technology that ensure fast transfers, and significantly reduces costs to both end users and wireless operators. PixSense is funded by ATA Ventures, Innovacom, and Qualcomm Ventures. For more information on PixSense, please visit http://www.pixsense.com/.

See Us at Mobile World Congress Barcelona Booth IZ01: Mobile Innovation Zone

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