



New On-Device Portal & Mobile TV soccer application being piloted by Vodafone D2

*Vodafone D2 has launched the Vodafone Bundesliga Player, a soccer application built on Ikivo
Enrich*

Stockholm – 9 February 2007 – Vodafone GSP Prototypes & Pilots has selected Ikivo AB to launch a pioneering Rich Media service based on the SVG Tiny 1.2 standard. The Vodafone BundesligaPlayer is powered by Ikivo's Rich Media Client with the initial layout application flow, content design & content by NUNET AG. The Vodafone BundesligaPlayer is now available as a free download to Vodafone D2 Subscribers for the Nokia 6630, 6680, N70 & N73 with more handsets to follow.

The Vodafone BundesligaPlayer bundles the following existing soccer content services within a single client application:

- Live TV streams of all matches of the premier league
- "Freistoß TV" a soccer magazine providing latest news 24*7
- Special channel zapping interface
- League table which is updated live during matches
- Latest soccer news & background information on all league teams
- Links to further attractive soccer content within Vodafone live!

"The aim is to increase the overall usability of soccer content services via a dedicated client which provides the fan with a tool they can use daily" **says Carsten Schwertfeger, at Vodafone** "The client provides an attractive and intuitive UI which guides the user through the offered content and services. The guided design becomes possible through the use of the latest SVG-T 1.2 technology from Ikivo"

"This clearly demonstrates the value SVG and open standards bring, not only enabling blended Rich Media service offerings, but making it possible to deliver them cost efficiently", **says Samuel Sweet at Ikivo AB**, "thanks to the ease of use, flexibility and performance of Ikivo's Rich Media Client Vodafone's tight timescales and application needs could be met."

Ikivo has been instrumental in developing the new SVG Tiny 1.2 specification in its role as author of the specification.

Ikivo's Enrich product family enable application developers and Mobile Operators to build rich MultiMedia applications utilizing the full strength of Mobile SVG. In combination with commercially available content design and development tools, such as Ikivo Animator, Java Netbeans and Adobe Creative Suite 2, Mobile SVG offers the most capable and fastest growing Rich Media technology for the mobile world.

Visitors to 3GSM, Barcelona 12-15 February 2007 can see the complete Ikivo Enrich Product Family on the Ikivo booth at the Swedish Pavillion, Hall 2, level 0, Stand 2F13. In addition, they will be able to see demonstrations of rich media services including on-device portals, mobile music and mobile TV.

-end-

About Vodafone GSP Prototypes & Pilots

GSP Prototypes & Pilots will prepare Vodafone's Future Products by anticipating the markets and preparing the Technology for Vodafone related data services. GSP Prototypes & Pilots will deliver fast iterative Prototypes and Pilots to OpCos – from "idea to live".

About Ikivo AB.

Ikivo AB is instrumental in driving industry standards and in helping to shape the future of mobile rich media services worldwide. As a pioneer of software solutions for Mobile SVG, Ikivo has become the leading supplier of standards based rich media solutions for mass market and OpenOS mobile phones. Its range of products, the Ikivo Enrich Product portfolio, empowers mobile device manufacturers, mobile operators and content creators to develop and deploy compelling rich media services. From content creation through to handset display, Ikivo's solutions are used to support a wide range of mobile services from Interactive Mobile TV, Mobile portals and music. Ikivo is an active member of the W3C and Khronos Group. www.ikivo.com

For further information about Ikivo, please contact:

PR Enquiries: Jason Bird / Louise Stewart-Muir
Stewart-Muir Communications
+44 20 8971 6400
ikivo@europrgroup.com

Sales Enquiries: Magnus Zetterberg
VP Sales & Marketing Ikivo
+46 70 305 77 68