



Teleca and TAT enhance Android user experiences

Device vendors and consumer electronics companies can now offer richer, highly personalized user experiences using an open platform.

Malmö, Sweden – February 15, 2010 – Teleca, a world-leading supplier of solutions and services to the mobile industry today announced that it is extending its successful partnership with TAT The Astonishing Tribe, to offer the TAT Cascades release for the Android open platform for mobile devices.

TAT Cascades is a UI framework for the production of advanced user experiences. TAT Cascades makes it possible to quickly and easily create and customize unique user interfaces with unmatched graphical capabilities, giving consumers a richer and more dynamic experience. This combined expertise of TAT Cascades for Android and Teleca's integration expertise offers device vendors, especially those in the consumer electronics markets, an excellent way to bring highly differentiated products to market.

Teleca has been an integration partner to TAT for several years, using its global reach and technical expertise to integrate TAT's products including TAT Cascades to multiple mobile platforms. Teleca was also the first integration partner for Android and has established a significant team of Android engineers worldwide. Teleca and TAT are already engaged with leading customers to implement the TAT Cascade UI framework on Android.

Expertise in India

Further building on its relationship with TAT, Teleca has expanded its global support for TAT Cascades having established a team of experts in India to service customers based in Asia. The team is already supporting some of the leading device manufacturers in the region and has already delivered successful projects on multiple platforms.

"We are experiencing a fast-growing demand for enhanced UI customization as companies seek to leverage the Android platform for a wide variety of different device platforms," comments Andrew Till, Vice President Solutions Marketing at Teleca Ltd. "Embedding TAT Cascades on the Android platform provides a UI technology that enhances user experiences and includes mechanisms for easily and quickly creating and customizing applications. Together with our already proven expertise in Android integration projects, we bring our customers benefits from our combined creativity, driving down time and cost of creating stunning user experiences, and offering complete flexibility to truly differentiate products on an open platform."

"Everyone knows that the differentiating factor in the mobile device market today is user experience. Using Teleca's excellent skills in applying TAT technology, our customers get advanced devices to market quicker, differentiating them from the rest of the market" says Charlotta Falvin, CEO at TAT. "Vendors of all kinds of consumer electronics devices benefit from our partnership, as do operators launching enhanced end to end service offerings who are seeking to bring the latest innovations to their consumers. Our technology and Teleca's services together provide an easy way to bring customers the best user experiences on open platforms."



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About Teleca

Teleca is a world-leading supplier of software services to the mobile communications industry. We offer world class operations and execution capability, both on-site and offshore. Using tailored solutions, systems design, integration and testing we help drive down development time and costs for leading industry players. Teleca has about 2,000 employees in 11 countries in Asia, Europe and North America. For more information, please visit: www.teleca.com

About TAT

TAT The Astonishing Tribe AB has added the WOW-effect to mobile user interfaces for more than 300 million devices worldwide. Our products, TAT Cascades™ and TAT Motion Lab™, built on the renowned TAT Kastor™ platform, has transformed the way UI design and graphics can be implemented on a wide range of mobile devices. TAT products are recognized for their time-to-market savings, resource efficiency and platform independence, giving users a more dynamic, faster and richer multimedia experience, in a truly astonishing way. TAT is headquartered in Malmö, Sweden, and with local offices in Korea and USA. Learn more at www.tat.se