

Rubberduck lands on Android

– delivers mobile TV service to Google phones

Rubberduck Media Lab, a subsidiary of Aspiro, Northern Europe's leading provider of mobile entertainment services, today confirmed that its streaming mobile TV application would now be available for download on Google's new Nexus One phone and other Android handsets.

Rubberduck provides a hosted mobile TV platform, used by major operators in Europe and worldwide markets, and holds digital rights agreements for mobile content with a host of major broadcasters such as the BBC, the Disney Channel, CNN, CNBC and Turner. The new Android application will enable customers to access an operator's mobile TV services simply by opening the application to access the web-based content menu.

Announcing the development, Gunnar Sellæg, CEO of Aspiro said: "Rubberduck leads the way with mobile TV content across multiple platforms and devices. Our new Android application confirms that leadership and continues to offer operators the widest possible market reach for mobile TV services."

The launch of the company's mobile TV services on the Android platform follows hard on the heels of Aspiro's launch, last month, of a streaming desktop and mobile music player across a wide range of handsets also including Android. Aspiro is the first company to offer operators a multi-platform white label service that can cover both streaming music and TV.

"At Aspiro we have the technology and the know-how to help operators introduce streaming music and video services under their own brand that are rich in both local and global content," added Sellæg.

Rubberduck's new Android app is compatible with version 1.6 and higher of the Android operating system. It offers a very user-friendly viewing experience which compares well with other platforms such as the iPhone. It supports Rubberduck's fast channel switching capability making it easy to switch between TV channels in real-time.

Erling Paulsen, CEO of Rubberduck, added: "Our mobile TV application has been a great success on the iPhone and we are sure it will be popular on Google-based phones as well. What's more, with Rubberduck, users of a wide range of handsets – including models from all the major handset brands – can watch live TV in real time."

Aspiro will be demonstrating its streaming music and TV services on the Android and other platforms at the Mobile World Congress in Barcelona on booth number 2A67 in Hall 2 from February 15-17.

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Rubberduck Media Lab makes TV and video work on all handsets. Based in Oslo, Norway, Rubberduck is Scandinavia's leading mobile TV and video company providing services to Network Operators and Broadcast Companies across the world such as T-Mobile, Telefonica O2, Telenor, MTV, Hi3G, BBC, Elisa and Entel. The Managed Services of the company includes content sourcing and complete technical management of the mobile TV Service and delivery channels. Rubberduck Media Lab is part of the stock listed Aspiro group, a small cap company listed on the Nasdaq OMX Stock Exchange. For more information please visit www.rubberduckmedialab.com or www.aspiro.com.