

elata, Terraplay Systems and Synergenix join forces to provide multi-player gaming platform for mobile operators

- Mobile software partnership enables real-time multi-player gaming over GPRS and 3G
- Advanced billing enhances revenue models for mobile games

London, 29 September 2003: – elata, the innovative wireless software specialist, and Synergenix, a leading developer of 2D and 3D gaming technology, have partnered with Terraplay Systems to provide mobile operators with the ultimate gaming platform to generate revenues from real-time, multi-player games over GPRS and 3G.

elata's subscriber management and service delivery platform, *elata senses*, is the world's first system to support both wireless Java (J2ME) and C-based games. Together with Synergenix's C-based Mophun™ gaming engine, mobile operators are empowered to deliver vibrant, fast and colourful 2D and 3D games to their subscribers. The partnership with Terraplay Systems brings the powerful, cross-platform real-time multi-player technology of Terraplay MOVE.

To date, multi-player gaming has used local connectivity technologies such as Bluetooth but Terraplay MOVE enables subscribers to connect to another handset over 2.5G and 3G networks without geographical restrictions. Once connected, subscribers can play mobile games on their handset and compete against friends, or a wireless gaming community, in real-time. In addition, Terraplay MOVE allows subscribers to play the same game against one or more opponents, whether the game is Java or C-based.

"Subscriber uptake and loyalty is increased by adding true real-time multi-play functionality to downloadable gaming services," explains Matt Hooper, Vice President of Marketing and Alliances at elata. "The combined functionality of Mophun, Terraplay and *elata senses* allows mobile operators to accelerate revenue opportunities from interactive gaming communities, while providing a quality gaming experience for users."

elata provides a key component for mobile operators to capitalise on the mobile gaming opportunity. *elata senses* creates an environment for mobile operators to establish a portfolio of mobile games from third party providers; dynamically supplement game files with multi-player information; and securely deliver and bill for downloaded games. elata offers a range of flexible billing models to ensure maximum revenue including pay per download, the amount of game-play time and the number and location of players.

"The partnership with elata, Synergenix and Terraplay Systems provides the subscriber with the compelling and competitive gaming experience they have been waiting for," explains Jeremy Lewis, CEO at Terraplay Systems. "Popular console games are becoming increasingly available for mobile handsets and handset capabilities have dramatically improved, offering subscribers an exciting gaming experience. Terraplay's multi-player management software means mobile gamers no longer have to pass a handset to a friend to take turns playing a game and can compete with a wider gaming community, regardless of their location. All game genres are supported including action games such as racing, fighting and strategy games with hundreds of users in each game session as well massive multi-player games with thousands of players."

"This partnership enables multi-player gaming across different handsets to increase the operator's average revenues per user (ARPU) and some of our customers have already reported an increased ARPU of up to US\$7.30 per month from the delivery of Mophun games to enabled handsets," said Per Österberg, CEO at Synergenix Interactive. "Our combined technologies also enable the operator to deliver the latest multi-player 3D games from Synergenix over-the-air to mobile phones. This keeps the operator in control of the subscriber's gaming experience and revenue opportunities."

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About elata

elata, the UK-based innovative wireless software specialist has been developing solutions for mobile operators and service providers since 1996. The elata *senses* subscriber management and service delivery system forms the software foundation of a mobile operator's wireless service delivery platform (SDP) and enables operators to manage their subscriber base and deliver different content types, including wireless Java, to mobile devices. Both platform and device independent, elata *senses* enables mobile operators to drive revenues from new generation wireless data services. 3 (formerly Hutchison 3G UK Limited), Amena in Spain and Optimus in Portugal are among those who have deployed elata *senses* throughout their networks.

Visit the website at: www.elata.com

About Synergenix

mophun™

mophun consists of a very efficient game engine tailored for handheld devices with limited display and hardware resources. Accompanied by a free tool suite (SDK) focused on game development, mophun has gathered a strong game developers community which get what they need; faster time to market and higher performance games. mophun runs well on handsets even with 8-bit 12 MHz processors, while mophun 3D requires 32-bit 16 MHz.

mophun has quickly become a popular way for mobile network operators and distributors to increase ARPU. Mophun games can be downloaded in all major markets, either over the air directly to the phone or via an internet connected computer. mophun offers true binary portability of games over all mophun devices as well as a strong digital rights management system, which prevents piracy.

The mophun technology is today found in the Sony Ericsson T300, T310, T610, T226, T230, T238 and Z600 models, with local variations. mophun will also be available for download in Sony Ericsson P800 as well as phones based on Nokia Series 60, including Nokia 7650, 3650 and N-Gage.

Visit the website at: www.mophun.com

About Terraplay Systems

Terraplay Systems develops carrier grade on-line gaming technology. The Terraplay solution enables network operators and publishers to provide gaming services in fixed or mobile environments to a large number of users. For application- and game developers, Terraplay currently provides tools for Windows and PlayStation®2, and for all download enabled mobile devices, including mophun™, J2ME, Pocket PC, SmartPhone and Symbian OS. More information can be found at www.terraplay.com.

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