

**Press Release** 

## IMImobile, India to offer multiplayer mobile games to the market based on Terraplay MOVE connected gaming technology

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The Indian mobile VAS service provider IMImobile provides connected and multiplayer mobile games to the Indian market using Terraplay's MOVE technology

IMImobile, India's leading mobile VAS enabler and content aggregator, signs agreement with Terraplay to offer connected mobile games to the market. Utilising Terraplay's leading connected gaming technology, IMI Mobile will provide a unique and compelling gaming service to its Indian subscriber's base. Currently IMImobile is providing its content and technology services to over 40million subscribers though its agreements with the most of the leading mobile operators in India. The extra functionality provided to mobile games by connected MOVE gaming will be used to lead IMImobile in the development and growth of a loyal community of subscribers.

"With increasing popularity of Mobile games in India and by providing Terraplay's solution for connecting mobile games we can enhance our service offering to the market. The fast paced sports and action 3D games that we can offer and develop are also quite unique from what's available in the Indian market today", says Mr. Vishwanath, CEO of IMImobile.

"Our solution has been chosen and installed by a rapidly growing list of network operators and service providers and we are very pleased that we now can include IMImobile to that list with this agreement", says Sven Hålling, CEO of Terraplay, "The Indian market represents a huge potential for connected mobile gaming and IMImobile plays an important role as a leading content aggregator in making this happen".

## About Terraplay Systems AB

Terraplay Systems is the leading supplier of multiplayer and connected gaming solutions, enabling game publishers, network operators and service providers to provide successful revenue generating gaming services to large communities. Terraplay MOVE<sup>™</sup> is a complete solution for mobile connected gaming, including a powerful lobby with strong community tools for all types of games, and multiplayer connectivity for simple turn-based games through to fast-paced real-time 3D games. Comprehensive development tools for Windows<sup>®</sup>, PlayStation<sup>®</sup>2, Xbox<sup>®</sup> and for mobile devices including J2ME<sup>™</sup>, Brew<sup>™</sup>, Symbian<sup>™</sup>, mophun<sup>™</sup> and Microsoft Mobile<sup>™</sup> help our partners bring the best out of their games when going online. For more information on Terraplay solutions or the worlds most comprehensive catalogue of mobile multiplayer games titles please visit <u>www.terraplay.com</u>.

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## About IMImobile

IMImobile is a specialized technology company, developing a wide range of technologies for mobile VAS market. IMImobile has developed its own Messaging Centers, Gateways, Content Management Systems, Service delivery platforms, client and server side applications and Voice Portals. IMImobile has over the years built applications that enhance the Value-add-service offerings of Mobile Operators, Media Channels, Portals, and Device manufacturers for their customers providing technical platforms along with Mobile Content Aggregation. IMI's unique strength lies in providing both Voice & Data platforms for the entire gamut of VAS on a managed service model. IMImobile has currently deployed its platforms and is working with various cellular operators, media companies, portals and device makers on various SMS and MMS solutions. IMImobile's expertise of technologies includes SMS, Voice, IVR, WAP, MMS, content aggregation and content lab that can help various content providers with time-to-market.

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