



Alcatel Adds In-Fusio interactive Entertainment Applications and Services to Software Suite for Wap-Enabled Mobile Phones

Tuesday October 12, 11 : 38 am Eastern Time
Company Press Release

Alcatel at Telecom 99 - Hall 4, stand n(degree) 210

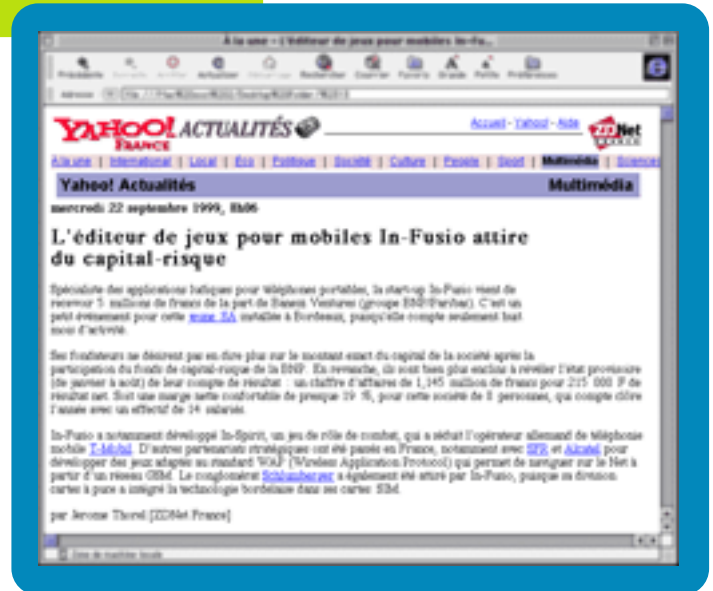
Geneva - (business wire) - oct 12, 1999 - Partnership with Entertainment Software Expert In-Fusio Will Enhance Operators' Customer Portfolios, Delivering Mobile Interactive Entertainment Services Via Alcatel's Advanced HomeTop Services Software Suite

An agreement between Alcatel and innovative application developer In-Fusio is set to break new ground in mobile phone interactive entertainment. The partnership will enable operators adopting Alcatel's Home Top(TM) Solutions software suite to offer In-Fusio gaming and entertainment services to their customers via mobile telephones and other Internet-enabled devices.

The emergence of new types of internet terminals such as WAP-enabled mobile phones, internet screenphones, television set-top boxes, and handheld PDAs require portals compatible with all of them. Alcatel's HomeTop(TM) Solutions is an open, standards-based software suite allowing operators and ISPs to create, build and manage just such a multidevice internet portal.

Welcoming the agreement, Alan Mottram, President of Alcatel networking applications activities, said : "This is an exciting partnership for Alcatel and our service provider customers. In-Fusio is one of the few companies in the world to have operational knowledge of developing and delivering games through mobile phones and over-the-air interactivity. Alcatel HomeTop(TM) Solutions is a perfect match for its innovative applications, attracting operators, the internet industry and their mass market customers."

Advanced methods of connectivity and data transfer, such as GSM, SMS or WAP, now enable subscribers to play truly interactive games, such as In-Fusio's "Quizz" and "In Spirit". They have sufficient capacity to support competitions by transmitting high scores, downloading new levels, upgrading operating systems and meeting other players around the world.



"over-the-air interactivity gives a whole new dimension to entertainment services, such as gaming. For the operator, it is more than simply another source of revenue, it makes mobile phones a daily tool for their subscribers, increasing customer loyalty and satisfaction," continued Alan Mottram.

The mobile phone as a communications tool is becoming a mass market. Interactive personal new media system. As in all mature markets, competition will not be based solely on price - content and services will be major competitive elements. Alcatel believes opportunities exist for operators and manufacturers who can offer access to innovative content. "By creating new ways of using a mobile phone, innovative content attracts a new kind of customer which, in turn, expands the potential market. Access to new, interesting content, increases call length and frequency," added Mottram.

Gilles Raymond, CEO of In-Fusio, commented : "This agreement, with Alcatel provides a logical and stimulating outlet for our expertise in over-the-air interactive software development. The mobile phone will become to video games, for example, what the personal stereo was for the hi-fi record player, answering the immediate need for short, time-killing applications or full games".

Alcatel and In-Fusio will offer a comprehensive package, maintaining a strong link between product and service and incorporating all aspects of mobile phone technology. Services will include target market analysis, tailored game creation, software development, server software development, over-the-air interactivity management, maintenance, "push" marketing strategies, plus competition promotion and partnership possibilities.