Mobixell enhances its multimedia device profiling service for mobile operators, content and service providers

The extended service offers extended multimedia profiles information and an easy to use delivery and management platform

Cupertino, CA – June 4, 2007 -- Mobixell Networks, a leading provider of innovative mobile multimedia solutions announced its extended multimedia device profiling service for mobile operators and content providers. Mobixell's device profiling service enables a fast introduction of new handsets into the operator's network in order for subscribers to enjoy best user experience of multimedia content from any network and any service.

The mobile space is typified by an unusually high proliferation of devices that are introduced to the market on an ongoing basis. There are over 100 attributes that need to be taken into account per device profile in order to adapt a multimedia message for its targeted end user. Therefore, Mobile Operators have to invest significant effort in the device profiling process in order to provide high quality richmedia services to new devices.

"Mobixell Device Profiling Service (DPS) assumes complete responsibility over the device profile development and management process. As a consequence, the Mobile operator is relieved of the burden of device handling and introduction to the network."

"Our recent acquisition of Adamind, places Mobixell as the unmatched mobile multimedia expert with extensive experience in MMS devices and media adaptation needs. With a thoroughly tested up-to-date database of 1500+ mobile devices from the leading vendors, combined with an installed base of over 150 MNOs worldwide, – Mobixell's experience and expertise is second to none."

TMS – Terminal Management Solution

Mobixell's Terminal Management Solution is a comprehensive terminal database that stores the profiles of virtually every know cellular device with over 250 multimediarelated attributes per device. Mobixell is able to identify and accurately profile new mobile devices in advance of their introduction and upload device profile to the central repository. The TMS allows mobile operators to quickly introduce new handsets into the network, while precisely controlling the display of the media on the new handset.

About Mobixell

Mobixell Networks provides innovative multimedia technologies and business content sharing, User Generated Content communities, mobile advertising, and more.

Mobixell's reliable network-based solutions deliver the highest quality multimedia, raising user satisfaction while helping operators drive traffic growth, safeguard crucial content revenue streams and realize new revenue streams.

Mobixell's solutions are deployed at over 150 mobile operators and content providers including top-tier carriers in five continents. Founded in late 2000, Mobixell is a Delaware company with offices and operations around the world.

For more information, visit the company's web site at http://www.mobixell.com

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