

PRESS RELEASE

Mobile data driving demand for mobile handset configuration across Middle East

WDSGlobal configures a handset once every three seconds in the region. WAP, MMS, Internet connectivity and mobile email the most requested service settings in 2007.

Dubai, UAE: 6th December 2007: The Middle East is one of the world's fastest growing markets for mobile data services says WDSGlobal after a global analysis of its over-the-air (OTA) configuration service showed that a phone is configured once every three seconds in the region through its DeviceManager platform.

WDSGlobal delivers OTA configuration on behalf of many of the world's largest mobile organizations. These send the necessary service settings over the air, directly to the handset, allowing end-users to set-up their phones for services such as mobile email, MMS and Internet browsing. Connection to such data services requires careful configuration of the handset and mobile operators, retailers and manufacturers in the Middle East are keen to simplify set-up for the end-user by providing OTA configuration services to automate the process.

"Mobile data services are hugely valuable to the mobile community in the region," explains Shadi Zaytoon, director of business development (MENA) at WDSGlobal. "However even the most advanced handset won't realize its potential if it hasn't been set-up correctly. That's because many mobile data services are highly dependant on the accurate configuration of the handset. It's a problem that continues to act as a barrier to the adoption and profitability of mobile data services in the Middle East, where a large number of new phones are sold without the necessary service configurations pre-installed".

The most popular service that handsets are being configured for across the Middle East is WAP, closely followed by MMS, the multimedia messaging service that allows end-users to share movie clips, pictures and audio with friends. Internet settings represent the third most requested configuration, reflecting the desire by end-users to browse the Internet or use web-based services while on the move.

Mobile email has also increased in popularity, with the number of end-users looking to connect to their email accounts via their phone increasing since the beginning of the year. Additional service settings requested by end-users, and delivered through DeviceManager, include streaming media and Push-to-Talk.

"At worst, if a service doesn't work first time, end-users will simply abandon it; that means missed revenue and a damaged user experience. At best they'll add cost to their operator, manufacturer or retailer's support environment as they look to resolve the problem. OTA configuration continues to be the most cost-effective means of managing the remote set-up of end-user handset," finishes Zaytoon.

Key Stats

Top Service Settings requested across Middle East (as percentage of total)

- 1) WAP* (31.5%)
- 2) MMS* (29.5%)
- 3) Internet* (15.5%)
- 4) Email (10%)
- 5) All others (13.5%)

**Includes settings requested individually and as part of a combined request.*

Statistics taken from a global analysis of OTA configurations (Jan-Dec 2007) performed through WDSGlobal's DeviceManager solution. WDSGlobal's DeviceManager platform configures an average of 1,482,471 handsets every month in the Middle East. Globally the platform configures nearly 10 million handsets every month!

DeviceManager forms part of WDSGlobal's portfolio of mobile device management solutions. The service is available globally to mobile operators (including MVNOs), handset manufacturers, retailers and application service providers. It can be deployed in-network, delivering automatic device configuration, or as a hosted service integrated into support centers and other end-user self-serve environments.

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About WDSGlobal

Since 1995, WDSGlobal has been focused on helping mobile operators, handset manufacturers and content providers meet their customers' expectations for service and quality. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal today offers the mobile industry's most complete solution for the management of subscribers, devices and services.

With over 900 employees globally and dedicated support centers in the UK, USA, South Africa and Australia, no one gets a better view of the complete mobile user experience. Every day, WDSGlobal collects, validates and shares data about devices, services and user behavior, using it to feed GlobalMine™ - the industry's most comprehensive knowledge base and foundation for the company's portfolio of carrier-grade products and services.

The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK. For more information, please visit www.wdsglobal.com

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