

PRESS RELEASE

DeviceMine 'content packs' ease device fragmentation challenge for mobile content and developer community

WDSGlobal releases DeviceMine v3.0; offering a greatly reduced cost of entry for organizations looking to access the industry's most complete repository of handset data and capabilities.

Poole (UK): 23rd July 2008: WDSGlobal has made it easier for mobile content developers to access its market-leading database of mobile device capabilities by offering a series of specialized 'content packs'.

DeviceMine v3.0 tracks over 500 different characteristics for each mobile device in its database; including physical characteristics, browser information, media support and native application environments. Armed with this information, mobile developers are able to navigate the complexity of device fragmentation and optimize their content and applications for individual device types.

The latest version of DeviceMine, launched today, will be available as a series of specialized content packs. These packs deliver a subset of DeviceMine data, offering a greatly reduced cost of entry and allowing mobile content developers to only invest in the data required to support their services. Five content packs are available, each focused on particular areas of the handset; Browser Pack, Hardware Pack, Media Pack, Software Pack and Device Management Pack.

More than 300 new handsets are launched every year and differences in hardware, operating systems and displays make it a challenge to deliver a consistent and compelling user experience.

"How a piece of content performs on one device can be hugely different to how it performs on another. Differences in screen size and resolution, DRM restrictions and media support are just a handful of factors that can make or break the user experience and damage service profitability," explains Nick Gyles, CTO of WDSGlobal's Technology Division.

To combat this fragmentation, DeviceMine intelligence allows mobile content developers to tailor products and services according to actual device characteristics, this ensures mobile content, applications and the browsing experience are always optimized.

“Our content packs have been designed to greatly reduce the cost of entry for developers and mobile content providers looking to leverage the industry’s most complete handset capabilities repository. For DeviceMine 3.0 we have also enhanced the information we collect around media and content delivery; including video streaming, audio codecs and bitrates as well as FlashLite and application runtime environments,” adds Gyles.

Unlike other competitive device repositories that use un-validated data, DeviceMine handset profiles are subject to a hands-on testing process with a sample device. This process is augmented by data gathered from the manufacturer and other industry sources to create a highly trusted repository. With a global footprint, more than 30 new handsets are added to DeviceMine every month, with profiles delivered to customers as XML for easy integration into internal development tools or content delivery platforms.

DeviceMine 3.0 Content Packs:

Browser Pack

All elements of the OMA User Agent Profile, combined with additional browser parameters and device reference and identification data.

Hardware Pack

Hardware and physical characteristics including form factor, screen sizes/types, processor, memory, interfaces and battery information.

Media Pack

Audio and video media support, streaming capabilities, recommended codecs and bitrates.

Software Pack

Application run-time environment information for platforms such as Java.

Device Management Pack

Device Management characteristics for Client Provisioning, OMA Device Management and FOTA.

A free demo of DeviceMine 3.0 data is available at:
<http://www.wdsglobal.com/devicemine>

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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 1400 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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