

NOS selects weComm for rich mobile news service

Dutch public service news and sports broadcaster chooses weComm to power rich-media mobile news and sport service and mobile teletext service

LONDON, 6th May 2008 - weComm, the leader in interactive mobile data solutions, today announces that it has been selected by Nederlandse Omroep Stichting (NOS), the Dutch public service news and sports broadcaster, to power a new feature-rich mobile service covering news, sport, weather and traffic.

The service, which will be built on weComm's wave3 On-Demand Mobile Application Platform™, will offer users high-quality video-on-demand and rich interactivity via their mobile devices. In addition, NOS has also appointed weComm to develop a mobile service for their established and popular Teletekst service. In addition to the day-to-day news, sport and traffic content, NOS also own mobile rights to a range of high profile sporting events such as the Olympics and the Tour de France which could form the basis for future, specialised mobile services.

weComm's wave3 platform uses a client-server infrastructure to deliver high-quality, interactive mobile data services to mobile devices. The technology delivers content and applications to handsets on-demand, giving the richness and interactivity of an on-device application combined with the flexibility and freshness of an online service. By selecting weComm to power its mobile services, consumers will be able to access a broad range of interactive features such as live news tickers, high-quality video on demand, voting, user generated comments and personalisation.

Roeland Stekelenburg, NOS head of new media, said: "Making content available on mobile is imperative for any 21st Century Broadcaster and, by working with weComm, we can deliver our viewers a truly world-class service. weComm's technology has enabled us to create a rich and interactive mobile service, featuring high-quality video on demand on the handset – something other technology providers could not match in the same way."

Ian Meakin, VP Marketing & Alliances, weComm, said: "NOS is a major force in Dutch Public Service Broadcasting so it's a real validation of our technology to be selected for their mobile projects. The availability on mobile of highly popular NOS services – such as Teletekst – should make a positive impact on overall mobile traffic in the Netherlands."

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About weComm

weComm is the world leader in interactive mobile data solutions with over 40 patents and patents-pending covering techniques for high performance and reliability over variable mobile networks. Its wave™ platform enables solutions for interactive mobile TV, media portals, sports applications, betting and gaming and financial trading applications. Applications include BSkyB's Sky Anytime on Mobile, Cantor Mobile's interactive financial and sports betting, eSpeed's mobile Treasuries and Foreign Exchange and BSkyB's mobile Sky Bet.

Founded in 1999, weComm is headquartered in London and is privately held with investors Elderstreet and Frontiers Capital. For more information please visit www.wecomm.com.

About NOS

In the Netherlands, the NOS (Nederlandse Omroep Stichting, Dutch Public Broadcasting) is market leader in the field of news and sports broadcasting, both on radio and television. As a public service broadcaster the NOS aspires to offer the public at large the possibility following news and sports events via all possible (digital) media platforms on radio, television, via Internet and mobile telephony.

2008 is a sportive year for the NOS. In June the European championships in Austria and Switzerland will be covered extensively. The NOS will also serve a huge audience covering the Tour de France in July. And the Olympic Games also form a massive event for the NOS. Every effort will be made to cover the achievements of the sports stars across several media platforms.