

## Avanquest Software to unveil its innovative software and services in the areas of data synchronization, security and sharing at the Mobile World Congress

– Meet with Avanquest Hall 1, Booth B59 in Barcelona from February 14 to 17, 2011 –

Paris, February 7, 2011 - [Avanquest Software](#), a world leading developer and publisher of consumer software and business solutions, will introduce its new online and offline applications and services for mobile phones and the Internet targeted to telephone manufacturers, telecom operators and Internet access providers.

A key partner of Sony Ericsson, Asus, BMW, Darty, Philips, PCD, Netgear and Earthlink, Avanquest Software has established itself as a leader in software dedicated to the convergence between mobile, Internet and PC, with more than 250 million licenses of its *Mobile PhoneTools* suite sold worldwide.

### Mobile-Cloud-PC/Mac convergence oriented service solutions

For their partners, Avanquest Software's teams are developing a complete set of software, applications and services in the areas of data synchronization, saving and migration, mobile security and multimedia content across all platforms on the market: *Android*, *Windows Phone*, *Apple iPhone*, *iPad*, *iPod* and *RIM Blackberry*.

All of Avanquest Software's solutions are available as turnkey generic brands, in 29 languages, and intended to **create value that generates recurring revenue**.

These solutions are designed to integrate perfectly into the ecosystems of manufacturers, telecom operators and Internet access providers and are developed with an ongoing regard for **interoperability**.

Visitors to the Mobile World Congress, **Hall 1, stand B59** will be presented with Avanquest Software's latest products, focusing on four main themes:

### Synchronization & Migration

**Android Mobile PhoneTools:** *The newest generation of the market reference for mobile phones, optimized for Android phones and tablets.*

**PC & Mac Companion:** *Contact synchronization and back-up suite that includes the full PIM **aggregation** between Facebook, Outlook,*

*Gmail contacts, facilitating any migration of data from one mobile phone to another and providing easy smartphone firmware updates.*

### Mobile Parental Security and Control

**Avanquest Safety Suite:** *An online service that backs up user data, locates, rings and possibly blocks smartphone or tablet in the event of loss or theft, with the option to erase personal data remotely.*

**Mobile Parental Control:** *A service integrated into operator home gateways, providing effective control of all Internet connections from home, surpassing the classic securing of the PC to regulate traffic from all connected devices: smartphones, tablets, gaming consoles, televisions, iPods, etc.*

*Avanquest will also introduce integrated solutions for telephones for directly securing the devices and restricting certain specific uses.*

### Sharing & Convergence

**SendPhotos:** *A complete cloud-based ecosystem for sharing, securing, publishing and printing photo works (photo books, calendars, cards, printings, etc.)*

**Mobile Companion:** *This software suite provides every user of both a computer and a mobile platform (smartphone, tablet, 3G card...) permanent access and real-time synchronization of data, combining the functional richness of a local PC-based application (like *Mobile PhoneTools*) and the omnipresent services available only online like Apple's *MobileMe* (SaaS model).*

### Multimedia & Entertainment

**Multiplatform multimedia applications** on *Android*, *iPhone*, *Windows Phone*, *PC*, *Facebook*: *language learning, highway code, photo sharing, graphic design, games, etc.*

For more information on Avanquest's line of OEM solutions for the mobile industry and the Internet, please consult <http://www.avanquest.com/oem>.

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