



AVANQUEST SOFTWARE INTRODUCES HIGH-RESOLUTION PHOTO MANAGEMENT FOR CAMERA PHONE USERS

New SendPhotos Mobile™ Automates Image Archiving through Patented Client Technology to Drive ARPU Growth and Camera Phone Use

BARCELONA, 3GSM WORLD CONGRESS, February 12 – Avanquest Software, a leading software developer for consumer and business markets worldwide, today announced its entry in the Mobile Value Added Services (MVAS) market with the introduction of SendPhotos Mobile™, an end-to-end solution to enhance consumer experiences in capturing, managing and sharing high-resolution photos.

Designed to enable mobile subscribers to enjoy unlimited photo and video taking without worrying about device memory limits and to ensure against loss of precious images, the powerful end-to-end solution delivers a complete value-added service that can drive 3G network utilization to boost ARPU and increase operator sales of higher resolution camera phones.

SendPhotos Mobile is based on a unique device memory management technology that automates uploading of images to a secure SendPhotos' "Locker" online. Operators can deploy the Avanquest client software based on any of multiple device operating systems, using any existing photo management portal or Avanquest's own SendPhotos.com portal, which tightly integrates with the new operator-customizable client.

When installed on the device, the SendPhotos Mobile client automatically will free device memory by uploading images to the user's personal SendPhotos "Locker," making unlimited photo- and video-taking possible even with today's higher resolution cameras. The innovative SendPhotos client also displays on the phone a thumbnail view for each image stored on the server which allows the subscriber to easily find and download any image in the Photo Locker for display anywhere, anytime.

For device manufacturers, the deployment of SendPhotos Mobile can help to reduce device materials costs by requiring less internal memory while boosting the ability to make higher resolution cameras more widely available. For operators seeking attractive value-added services, the solution generates recurring revenue through photo back-up subscriptions and increased data charges while reducing the cost of phones.

“Our patented phone client manages phone memory to ensure that the user always has room to take pictures with their phone,” said David Wright, President Avanquest OEM Division. “Everyone benefits with SendPhotos Mobile, starting with the end user who gets to capture and share more high-resolution images,” he added. “This also gives manufacturers and their customers the ability sell higher resolution cameras without the costs of added memory. This strategy is particularly valuable in mid-markets and emerging markets where much of the industry subscriber growth is occurring.”

Once images are automatically archived in the SendPhotos Mobile “Locker,” they can be accessed from any PC or other Internet-enabled device. The full-featured SendPhotos.com photo management portal enables automatic sharing of stored photos with friends and family and includes advanced functions such as:

- **Photo Stories** allows creation of a personal “story” composed of a selection of pictures that can be combined with an attractive theme (background). Once created these can be posted online for all to see or distributed via email. The images are automatically optimized for on-screen viewing without losing any quality.
- **Friends Groups** enables users to create “Party Folders” by granting multiple community members permission to easily post photos to the same “album” with automatic email alerts to all group members whenever new postings are made.

Avanquest will provide SendPhotos Mobile client applications for devices based on multiple platforms, including Java, BREW, Palm, Linux and Windows Mobile, beginning with a Symbian-based application in 2Q 2007.

Avanquest Software OEM Division delivers the finest quality products and services to its partners: whether a wireless operator, a hardware manufacturer or a content provider, all Avanquest solutions are designed to enhance and easily integrate with our partner's product marketing strategy. Additionally, all products are customizable to our partner's exact needs in up to 28 languages. Owing to the quality and adaptability of our software, Avanquest has developed partnerships with a list of prestigious companies throughout the computing and telecommunication industries. Always on top of technology, Avanquest is a Microsoft Gold Certified Partner as well as Symbian Affiliate Partner, UPnP forum member or Bluetooth adopter member.

About Avanquest Software

Avanquest Software is a leading developer and global publisher of best-selling personal and professional software designed for utilities, office productivity, communications and mobility worldwide. Headquartered in France, with operating units, subsidiaries and offices located in United States, France, Germany, Great Britain, Italy, Spain, China and Korea, Avanquest Software products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. Founded in 1984 as BVRP Software and listed since December 1996 on Euronext (ISIN FR0004026714), Avanquest Software forms part of the Eurolist, NextEconomy segment and SBF 250 index. In 2006, Avanquest Software posted revenue of €75.1M (\$97.7M). Additional information on Avanquest Software is available at <http://www.avanquest.com>.

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