



SLA Mobile Announces New iPhone Video to Mobile Offering for Mobile Operators and Content Owners

Belfast, February 05, 2010 – SLA Mobile, the service delivery integrator for the mobile industry, has announced a new video to mobile solution optimised for the iPhone platform developed in conjunction with partner company Abdeus.

SLA Mobile, ranked by Deloitte as one of the top 10 fastest growing technology companies in the United Kingdom, has developed a suite of enterprise proven video and media solutions. Today's announcement will allow content owners to create unique content libraries for millions of Apple iPhone users worldwide – as well as a very wide range of other smart phones.

The SLA Mobile media delivery suite provides end-to-end content management and delivery – from content owner, to service provider to consumer and provides integration services to operators hoping to develop revenue generating video content libraries. SLA Mobile ensures seamless integration between the video to mobile solution and the service providers' service delivery platforms and content owners' programming. The video to mobile suite incorporates streaming platform and media server, a full CMS solution, video encoding and service level monitoring. The new iPhone optimised solution will allow content owners to create their own content libraries specifically targeted at iPhone mobile entertainment consumers.

SLA Mobile and Abdeus have also announced an iPhone demo library featuring several Hollywood blockbuster trailers. To view the demo simply visit <http://m.abdeus.com/iphone> (using an iPhone).

According to Philip Stanfield, SLA Mobile's Head of Sales in EMEA:

"Content owners and service providers can build rich multimedia content libraries today using this technology. We recognise that iPhone users are among the biggest consumers of video content and the operator data pricing models mean that video content is being consumed more than ever. Our video to mobile platform allows premium video content to be delivered and charged on a per-use or subscription model. And the solution is proven and scaleable.

"We'll be attending the Mobile World Congress in Barcelona later in the month and would like to meet operators or content owners who want to know more about this fabulous solution."

About SLA Mobile

SLA Mobile is one of the fastest growing systems integrators in the mobile sector – with considerable tier 1 integration experience gained in international markets.

The company was named in the Top 10 companies in the UK in the 2009 Deloitte Technology Fast 50 Awards. The company's growth rate in the last 5 years was 4436%

The company is headquartered in the United Kingdom and has an Operational 'Centre of Excellence' in Malaysia. Visit www.sla-mobile.com for more information.