



Press Release
For immediate release

Conmio and TietoEnator to build a mobile Internet service for the fastest growing Finnish mobile operator

– dna Tasku brings personal internet services to all Internet enabled mobile phones

Helsinki, 12 June 2008 – Conmio Ltd, a leading provider of software solutions for mobile content services, today announced that they are working with Finland's fastest growing mobile operator DNA to provide mobile Internet services for DNA's subscribers. Delivered jointly by Conmio and TietoEnator, the dna Tasku service is built on Conmio ManaGate®, a content management and publishing solution that automates mobile publishing of media content.

dna Tasku provides for DNA subscribers a context aware mobile Internet service, which the user can easily personalize according to their liking. The service is usable by all Internet enabled mobile phones.

Available at wap.dnafinland.fi, dna Tasku offers users rich mobile content such as music, images and news. Conmio ManaGate matches and optimizes the content to suit every mobile device. ManaGate is designed to integrate with all editorial, publishing and business systems and applications, weaving the mobile channel into existing business processes. No software tailoring is required. In addition, users are able to personalize the service according to their own needs by selecting what content they wish to view and use.

"We wanted to build a system that is both a platform and device independent as well as easy to use, and would fit seamlessly with our existing technologies. Not forgetting, for example, the capabilities to foster new business by supporting mobile advertising. Our customers have long been asking for a mobile web service, and we wanted to provide them a solution that is based on their and not the technology's needs. Therefore Conmio's ManaGate was the best solution for us," said Ms Heidi Lagerström, Product Manager, Value-added Services, DNA.

"The mobile Internet is now a reality, and the competition for users is heating up. Speed and ease of use are the key. Content must be easily deliverable to any mobile device and users must be able to access it and personalize it without difficulty to ensure a smooth, personal user experience," commented Mr Tero Hämäläinen, CEO, Conmio.

"The mobile Internet and mobile advertising are important strategic areas for TietoEnator's Digital Media business. We focus on new solutions and services in this area, and it is important for us to find the right solutions and to collaborate with innovative partners," said Mr Hannu Arvelo, Director, Digital Media, TietoEnator.

Conmio's ManaGate® is a content management and publishing solution that automates mobile publishing of media content. Based on instant identification of the user, the device, and the content used, ManaGate matches and optimizes the content to best suit each individual user.

Postal address
PL 162
FI-00211 HELSINKI
FINLAND

Visiting address
Eerikinkatu 2
00100 HELSINKI
FINLAND

Tel.
+358 9 8562 0675
Fax.
+ 358 9 8562 0676

Email
info@conmio.com

Internet
www.conmio.com
Mobile
conmio.mobi



ManaGate provides device-specific recognition, content filtering and context-aware mobile services for mobile users worldwide. Used by hundreds of millions of mobile users every month around the globe, Conmio's ManaGate powers the mobile services of New York Times, Nokia and Blyk, among others. Conmio works with leading technology partners including Anygraaf, Leiki and TietoEnator.

Built by Conmio, The New York Times mobile news and real estate services won the Webby Awards 2008 in the news services, classifieds and listings and updates categories. The Webby Awards is the leading international award honoring excellence on the Internet.

For more information, please contact:

Conmio

Mr. Tero Hämäläinen, CEO
Tel. +358 40 752 4241
Email [tero.hamalainen \(at\) conmio.com](mailto:tero.hamalainen@conmio.com)

Mr. Tuomas Saarelainen, VP Marketing

Tel. +358 40 727 5183
Email [tuomas.saarelainen \(at\) conmio.com](mailto:tuomas.saarelainen@conmio.com)

DNA

Ms. Heidi Lagerström, Product Manager, Value-added Services
Tel. +358 44 044 3224
Email [heidi.lagerstrom \(at\) dnaoy.fi](mailto:heidi.lagerstrom@dnaoy.fi)

TietoEnator

Mr. Hannu Arvelo, Director, Digital Media
Tel. +358 40 743 2397
Email [hannu.arvelo \(at\) tietoenator.com](mailto:hannu.arvelo@tietoenator.com)

About Conmio

Conmio brings media content into mobile browsers. Used by hundreds of millions of mobile users, every month, around the globe, Conmio's ManaGate platform powers the mobile services of New York Times, Nokia and Blyk, among others. ManaGate is a turnkey solution for mobile publishing, extending the reach of media brands and bringing them new business opportunities. ManaGate is designed to integrate with all editorial, publishing and business systems and applications, weaving the mobile channel into existing business processes. ManaGate ensures a smooth mobile user experience by maximal data compression, increasing the speed of use and decreasing the cost of data transmission. Conmio's customers include media brands, mobile operators, digital media agencies and system integrators, along with providers of editorial, publishing and business systems and applications. Further info: www.conmio.com.

About DNA

DNA Ltd is a telecommunications company providing high-quality, state-of-the-art voice, data, mobile communications and TV services to private citizens, organisations and corporations in Finland. DNA Group launched its operations on 1 July 2007, and its turnover was EUR 534 million in 2007. DNA has more than 2 million customers. DNA Group consists of DNA Finland Ltd, which offers mobile communications and mobile communications network services, DNA Services Ltd, which offers fixed-network voice, broadband and TV services, and DNA Store Ltd, which acts as the firm's distribution channel. Further information at www.dnaoy.fi.

About TietoEnator

TietoEnator is among the leading architects in building a more efficient information society and one of the largest IT services providers in Europe. TietoEnator specializes in consulting, developing and hosting its customers' business operations in the digital economy. The Group's services are based on a combination of deep industry-specific expertise and the latest information technology. TietoEnator has about 16 000 experts in close to 30 countries.
www.tietoenator.com

Postal address
PL 162
FI-00211 HELSINKI
FINLAND

Visiting address
Eerikinkatu 2
00100 HELSINKI
FINLAND

Tel.
+358 9 8562 0675
Fax.
+ 358 9 8562 0676

Email
info@conmio.com

Internet
www.conmio.com
Mobile
conmio.mobi

