



Press Release
For immediate release

Finnish Conmio Powers US Public Radio's New Mobile Web

– Relunched service delivers improved on-the-go access to USA's largest public radio network with an audience of 28 million

December 9th, 2009 (Helsinki, Finland)—Finnish-based mobile technology company Conmio has provided the software platform, design and audio services for the new mobile platform of USA's National Public Radio (NPR). Serving a growing audience of 27.5 million Americans each week, NPR's redesigned and expanded site delivers a much improved user experience, including better audio, navigation and interactive tools.

Conmio is the technology partner for a number of media, telecommunication and brand sites, providing turnkey software solutions for mobile services creation and management in the U.S. and abroad.

"As consumers rely more and more on their mobile devices for accessing news, information and entertainment, it is critical that the technology delivers the best user experience also with rich media," said Tero Hämäläinen, CEO of Conmio. "Known for its innovative, thought-provoking programming, NPR continues to set the standard for radio. We are pleased they turned to Conmio to extend that same level of technology innovation and quality to their mobile offerings."

The Conmio-enabled technology is customized and adaptable for each online service provider's IT- environments. The ManaGate® software offers mobile service management and device detection frameworks for optimizing mobile user experience and service usability. For NPR Mobile Web, these features ensure smooth mobile audio experience for all audio compatible web enabled mobile devices.

The NPR Mobile Web enhancements include:

New station search feature. Users will be able to search for stations by zip code, call letter or city and state, and can flag multiple "favorite" stations, an improvement on the NPR iPhone app equivalent feature, which provides a zip code search option only.

Better audio experience. Audio links can now be streamed directly within the device browser, a revolutionary change from the former "click to call" feature, providing superior audio quality as well as availability in a wider range of formats: AAC, MP3, WMA, and 3GP.

More station audio. Audio links to station live streams, podcasts, RSS feeds and newscasts are all available on the new service, a feature previously only possible via the NPR iPhone app.

Station newscasts. All station newscasts will be available via the relaunched service. New station newscasts added will be propagated immediately and automatically, providing listeners with continuous access to the latest content.

For more information, please contact:

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About Conmio

Conmio is a software and service company bringing all content and services into mobile browsers. Its world class software platform, ManaGate®, enables the facilitation of the mobile content management chain from initial content creation to the mobile device in the user's hand. Every month, hundreds of millions of global users browse the mobile sites of leading publishers and brands, such as The New York Times, Nokia, Blyk, Bonnier's MTV3, The Boston Globe and the Oklahoma Publishing Company, among others that are powered by Conmio's software platform. Established in 2002, Conmio has offices in Helsinki, Finland and New York City. www.conmio.com

About NPR

NPR (National Public Radio) is an internationally acclaimed producer and distributor of noncommercial news, talk, and entertainment programming. A privately supported, not-for-profit membership organization, NPR serves a growing audience of 27.5 million Americans each week in partnership with more than 860 independently operated, noncommercial public radio stations. Each NPR Member Station serves local listeners with a distinctive combination of national and local programming. With original online content and audio streaming, NPR.org offers hourly newscasts, special features and ten years of archived audio and information. www.npr.org