

FeedHenry Launches “My eircom”, First Ever Telco-grade Start Page Enabling Widget Start-Page, Customisation, Distribution and Analytics.

FeedHenry Widget Content and Services Web 2.0 Platforms for eircom and Oracle Showcased at Oracle Pavilion AV#44 at GSMA Mobile World Congress 2009

Barcelona – GSMA Mobile World Congress – February 12, 2009 – [FeedHenry, the widget service platform provider](#), announced that it is leading the market with a paradigm breaking new service, the first ever telco-grade start-page enabling widget customisation, distribution, analytics and interactive advertising. Using FeedHenry’s platform, [eircom.net](#) has launched a start page “my eircom” that enables end users to personalise content and services and distribute it to Facebook or iGoogle pages. [Oracle](#) will showcase this new revenue generating Web 2.0 widget platform technology at Mobile World Congress Pavilion AV#44. FeedHenry is a member of the Oracle PartnerNetwork.

Ireland’s leading broadband and content service provider, eircom.net, can now make its content and services available through a widget-based start page on its “my eircom” portal. Customers benefit from having their favourite services such as news, sport updates and complex IMS services such as dating services available as widgets in one location that can be easily customised and distributed to a broad range of Web locations. FeedHenry is unique in the market because it enables carriers to:

- Automatically widgetise content and service assets in a matter of days,
- Make complex IMS services available to customers,
- Monetise content through multiple interactive advertising models,
- Optimise viral social sharing with widget distribution to other platforms,
- Reach customers on the move with mobile friendly applications,
- View analytics to see how widgets are impacting business,
- Benefit from a telco grade platform that third parties can build widgets on.

Oracle will have a customised demo of FeedHenry’s eircom.net technology on show at Mobile World Congress. FeedHenry is also leveraging Oracle Communications

Converged Applications Server, a component of the Oracle Communications Service Delivery product family, to more quickly deploy new services on current and next-generation networks... (see http://www.oracle.com/corporate/press/2008_apr/isv-sdp.html) FeedHenry offers Oracle's communications service provider (CSP) customers the ability to deploy widgets and Web-based graphical services that display, the latest news, current weather, maps etc on their broadband and mobile portals. Oracle CSP's can also leverage FeedHenry's solution to make existing network services, content and third-party services available as widgets including complex IMS services.

Supporting quotes

"End users are demanding a new way to personalise and control their own content," said Barry Downes, CEO, FeedHenry. "We are breaking ground with the first ever telco-grade start-page enabling widget customisation, distribution, analytics and interactive advertising. With this new platform, we are changing forever the way carriers and enterprises offer content and services to customers."

"eircom.net is delighted to work with FeedHenry to launch "my eircom" on eircom.net," said Dave Manning, Head of eircom Online, eircom "FeedHenry provides us with a unique end-to-end solution in the market. It's a win-win for everyone. eircom customers have a valuable service they can utilise and personalise straight away, ."

Resources

- <http://www.feedhenry.com>
- <http://widgets.eircom.net/>
- <http://www.munster-express.ie/>

About FeedHenry

FeedHenry provides an IMS widget content and services platform for enterprises, Telco's and media companies looking to widgetize content or services for the Web 2.0 world. FeedHenry delivers widgets of information through a personalized Web start-page enabling users to personalized and distribute widgets across social networks using the Web, a PC, mobile phone, Facebook or iGoogle pages. FeedHenry is an active member in the W3C consortium for widgets. FeedHenry is an international company with offices in Silicon Valley and Ireland. Large software enterprises, telco's and media

companies around the world use FeedHenry's widget platform to distribute information and grow customer revenues. FeedHenry is one of Telecommunications Software and Systems Group start-up companies. For more information visit: www.feedhenry.com.

About eircom

eircom is Ireland's largest leading Telecommunications broadband, fixed-line, mobile content service provider. As the incumbent fixed-line telecommunications provider, eircom has the most extensive network in Ireland in terms of both capacity and geographic reach. The company has over 1.2 million customers and provides a comprehensive range of advanced voice, data and Internet services to the residential, business and enterprise markets. Eircom's mobile division, Meteor, was acquired on November 23, 2005 and is Ireland's third largest mobile phone operator.

For more information, visit <http://www.eircom.net/>

About the Oracle PartnerNetwork

Oracle PartnerNetwork is a global business network of more than 20,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Certified Partner levels.

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