

FeedHenry Solves the Market Cell Phone Fragmentation Problem with the First Unified Social Web and Mobile Application Platform

Mobile Applications can be used across JIL, Betavine, Nokia Web Runtime, iPhone and Android

Waterford, Ireland – December 8, 2009 – [FeedHenry, driver of telecoms services usage](#), announced that it is launching the first unified social web and mobile application platform which solves the market problem of cell phone fragmentation for applications. For the first time, developers can create one version of an application and have it run across multiple mobile phones, and users can access the same application on their mobile devices as well as on social networking sites such as Facebook and MySpace. FeedHenry has joined forces with [AskMoby™](#) to launch the first example, an interactive weather application that offers users custom weather reports. It is available, not only as a mobile application, but also as a social web application.

FeedHenry's application platform allows the same mobile application to be used from social web sites such as Facebook, and also to be installed as a desktop application. With AskMoby's weather application, users can now access custom weather reports for golfing, surfing and sailing, and get up-to-date access on weather conditions tailored specifically for each sport. Service providers such as AskMoby can create their applications using standard web technologies such as HTML and with FeedHenry's platform, avoid the high cost of rebuilding its weather application for each destination.

“With the Unified Social Web and Mobile Application Platform, FeedHenry solves the market problem carriers and developers face in having to create multiple versions of an application for each mobile phone - it heralds a new way of delivering content to end users. FeedHenry is the first company to offer such a wide range of application delivery destinations for web applications. No other company offers a complete medium-agnostic

solution across JIL, Betavine, Nokia Web Runtime, iPhone and Android,” said Barry Downes, CEO, FeedHenry.

“AskMoby’s weather app provides weather forecasts within an interactive map for weather information specifically tailored to users’ hobbies, and is designed for both web and mobile web browsing,” said Mark White, CEO, AskMoby. “Working with FeedHenry now brings the benefits of this innovative service out to end users who can integrate it into their social content.”

Resources

<http://www.feedhenry.com>

<http://widgets.eircom.net/>

<http://www.munster-express.ie/>

About FeedHenry

FeedHenry enables telecommunications companies to drive usage and revenue from services through Web 2.0 technology. FeedHenry solves the problem of delivering services in a compelling way that enables subscribers to discover, personalize and distribute applications from one location, across the Web, mobile and social networking sites. The company provides a full solution that includes content, application and network services such as: IMS or RCS-based fixed or mobile services. FeedHenry also seamlessly enables Web 2.0 mash-ups of Web and network services. FeedHenry is an active member in the W3C consortium with offices in Silicon Valley and Ireland.

FeedHenry is one of Telecommunications Software and Systems Group start-up companies. For more information visit: www.feedhenry.com.

About AskMoby

AskMoby.com™ provides accurate, local weather forecasts within an interactive map, specific to users’ outdoor activity. The site is designed for both web and mobile web browsing. The service delivers the very latest and very best location- based hour-by-hour forecasts.

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