

GyPSii launches BlackBerry smartphone platform, extends mobile location services and social networking

GeoSentric Oyj (GyPSii) (OMX: GE01V), the ground-breaking geo-location and social networking application for mobile phones and Internet devices, announced it has launched its platform for use on BlackBerry® smartphones, from Research In Motion (RIM).

BlackBerry users can now capture, record and share their world travels on their favourite mobile social network: GyPSii. This sophisticated smartphone application offers BlackBerry users a powerful global location based experience. The BlackBerry GyPSii Edition will be available online at www.gypsii.com and through Business Sales channels today.

Already compatible with Symbian and Windows Mobile-powered handsets, the launch of the BlackBerry platform means that GyPSii now runs on all the leading mobile operating systems, opening up the GyPSii application to the mass market for mobile consumers.

"The market for geo-location and social networking services on the mobile phone is primed for take-off," said Dan Harple, CEO of GyPSii. "What is vital to the success of these new services is to extend them to all mobile phones - not just a few high-end devices."

"By adding support to BlackBerry's 12 million users worldwide, GyPSii is now in pole position to be the leading location application for mobile operators to offer subscribers, for them to access and enjoy across multiple handsets and operating systems - anytime, anywhere and on any device," continued Harple.

"GyPSii is attracting a wider range of mobile users who demand more personal applications and entertainment services," said Harple. "We look forward to seeing increased market penetration and sales now that we are able to offer this product to BlackBerry users."

GyPSii uniquely incorporates a wide range of location-specific functions and services into a single easy-to-use interface that works on GPS and non-GPS-enabled devices alike. Consumers can access and use the latest location-enabled services and information, including local search, maps and friend-finding from their mobile phone - even if their device is not GPS-enabled.

This functionality will prove particularly useful to business users, as demand for location-aware services in professional communities continues to rise. Analyst house Informa recently stated that the use of mobile social networking services for business applications by the end of 2007, was in the millions- mainly so that they could know who and what was in their immediate surroundings.

"There is definitely a growing segment of the mobile social networking community that is focussed on the needs of business people on the move," said Christine Perey, Analyst at PEREY Research & Consulting and author of Informa's "Mobile Social Networking: Communities and Content on the Move" market research report.

"Business users will increasingly require location-aware services that allow them to create networks of colleagues, clients, partners and meeting locations while on the move, and it is important that

such services become accessible and supported on all professional devices. GyPSii's partnership with BlackBerry is further evidence of the industry's move to accommodate these mobile business communities."

GyPSii users can also access third party POI (Point-of-Interest) data, and create their own geo-specific POI content - including photos and video clips - for sharing with fellow GyPSii users. Subscribers can also access and use these same functions online on any Internet-enabled PC, via the GyPSii website.

GyPSii for BlackBerry smartphones is now available for download at the GyPSii website - www.gypsii.com or directly through your BlackBerry Browser at <http://gypsii.com/m>

6.2.2008

GEOCENTRIC OYJ

About GeoSentric Oyj (GyPSii)

GyPSii connects people, places and communities across networks and devices; a geo-location social networking platform and services for mobile, web & set-top box devices. . (www.gypsii.com).

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