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Mobidia Announces New Release of Its Popular “My Data Manager” Smartphone Application

Powerful New Extensible and Customizable User Interface Framework Developed to Address Multiple Operator Engagements Worldwide

BARCELONA, Spain – Feb. 28, 2012 – (PR NEWSWIRE) — Today at Mobile World Congress, Mobidia Technology, Inc., a leading provider of device-centric, mobile data solutions, announced the availability of a major new update to its popular [My Data Manager](#) application for Android and iOS mobile devices. The new version will be shipping to mobile operators and their subscribers worldwide by the end of the first quarter of 2012.

Driven requests stemming from multiple mobile operators worldwide, including Vodafone, TELUS, Globe Telecom, and C Spire (Cellular South), the next version of My Data Manager allows operators to configure specific extensions, including customized notifications, up-selling and cross-selling promotions, and back-end billing system integration. The new version also expands the reporting of data usage to hourly, daily, weekly and monthly timeframes, as well as per-application views on mobile, roaming, and Wi-Fi connections.

Early versions of the new release of My Data Manager have already been customized for specific top tier operator engagements using its powerful new framework. New customization features include automated subscriber billing profile configuration, customized “bill shock” and cross-selling promotional notifications, and subscriber surveys. These features demonstrate the unique value the Mobidia platform is bringing to operators’ data solutions. And the new framework allows operators to rapidly deploy advanced versions of their “My Operator” applications that can include their existing legacy web application capabilities within the popular My Data Manager application so that more functionality can be delivered to their subscribers in a single user interface.

For consumers, the release also unifies the Android and iPhone functionality so users can enjoy new features. iPhone users will now be able to see their data usage on a per application basis while Android users will now be able to view their consumption on an hourly and daily basis.

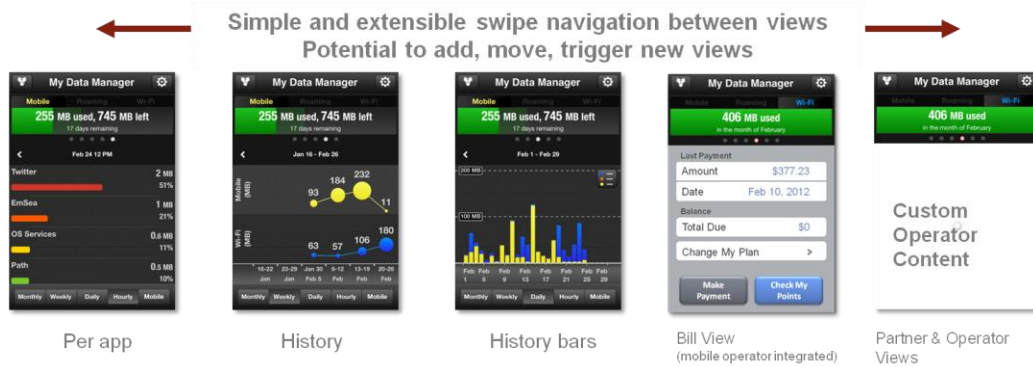


Figure 1 Mobidia's New Version 2 User Interface Architecture

“With this release of My Data Manager, we are able to offer a full white-labeled solution for billing, customer care, and service and data cross-selling,” said Mobidia CEO and President, Derek Spratt. “And the architecture provides operators with a framework to leverage investments in existing care solutions to rapidly deliver better experiences and more profitable offers to their subscribers. With our new architecture, we can deliver customized and branded solutions in as fast as 30 days.”

In a separate news release yesterday, Mobidia and Informa jointly announced that Mobidia’s cloud-based analytics solution is now able to provide operators with powerful insights into their subscribers’ data usage and consumption, across mobile, roaming, and Wi-Fi networks. Informa’s findings and conclusions based on Mobidia’s data are fully outlined in a new whitepaper titled “[Understanding today’s smartphone user: Demystifying data usage trends on cellular & Wi-Fi networks.](#)” In addition to Wi-Fi usage data, the whitepaper also provides interesting insights into time-of-day usage patterns, top app usage, and the frequency of SIM swapping across different networks and geographies.

[My Data Manager](#) has been downloaded by over 600,000 subscribers worldwide, with downloads rapidly trending to 1 million users this quarter. The application has been widely embraced by operators, users and the mobile industry. To learn more about My Data Manager, please visit the Mobidia website [here](#).

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About Mobidia Technology, Inc.

Mobidia develops software and solutions for enhancing mobile data networks. At the core of Mobidia's technology is a client-centric architecture that introduces network-edge intelligence to make mobile data networks more efficient, more profitable, and more usable. By leveraging the collective, distributed computing power of hundreds of millions of

smartphones, Mobidia can enhance experiences for subscribers and lower costs and drive incremental revenue for mobile operators. Mobidia's popular My Data Manager application has been downloaded by over 600K by subscribers around the world looking to better manage their mobile data usage and data plans. Mobidia offers a white-labeled version of the application to mobile operators for customizing, optimizing, and delivering a differentiated custom care, service promotion, and analytics solution.

Mobidia is headquartered in Vancouver, British Columbia with local U.S., European and Hong Kong presence. For more information, visit www.mobidia.com or call 604-304-8640.