

## Mobidia's *My Data Manager* Solution Globally Embraced by Mobile Operators

*Mobidia Announces 7 Operator Engagements With Their **My Data Manager** Application, a very Popular Solution to Help Manage and Sell Mobile Data*

**VANCOUVER, British Columbia – (BUSINESS WIRE)** — Today, [Mobidia Technology, Inc.](#), a leader and innovative provider of mobile data solutions, announced a number of active projects with mobile operators in North America, Europe, and Asia. These engagements demonstrate the rapidly growing need for subscribers to locate tools and utilities to help manage their consumption of mobile data and mobile operator's desire to brand and feature the best tools that help their subscribers discover and utilize such solutions.

Since Mobidia's launch of the Android and iPhone version of their *My Data Manager* application 6 months ago, the app has been downloaded by approximately 500K users. Demand and feedback from users has been strong. Mobile operators globally have also embraced the application. Three operators, T-Mobile USA, TELUS, and C Spire Wireless (formerly Cellular South), have featured *My Data Manager* in their app stores or within their featured app discovery marketing programs. And Mobidia is currently collaborating with 4 operators to extend and customize *My Data Manager* to make differentiated solutions that enable unique subscriber experiences around mobile data. These projects include:

- A Tier 1, European operator developing a customer care application that is tailor made for them to minimize "bill shock" issues with mobile data.
- A Tier 1, US operator pilot of a customized version of *My Data Manager* to use as a platform for promoting, upselling, and cross-selling mobile data plans and services to their subscribers.
- A Tier 1, European operator utilizing *My Data Manager's* unique analytics capabilities to clearly understand what apps and services are valued and used on WiFi, mobile, and roaming networks by their subscribers.
- A large Asian operator, which is part of a 300M subscriber operator partnership, extending *My Data Manager* to address bill shock issues when subscribers use mobile data while roaming.

Each of these tier 1 operators are part of international telecom groups that collectively represent more than 1 billion subscribers so the potential for expanded business opportunities from each of these initial engagements is substantial.

*My Data Manager* is a simple, yet powerful smartphone application that provides a tool for subscribers to both understand and manage their data consumption and help those subscribers save money and better utilize and control their data plans. For mobile operators, this solution offers the opportunity to significantly enhance customers experiences while reducing customer care costs, increase revenue through better offer targeting, and gain a more comprehensive understanding of how their network and phones are being used.

*My Data Manager's* modular architecture enables Mobidia to offer white label branding opportunities, the ability to optimize the solution to network specific billing plans and mechanics, and even enables seamless (simple) integration into an operators back-end billing system. With this customization, subscribers get a real-time view into their data consumption and billing status across 3G/4G, WiFi, and roaming networks.

“Our on going collaboration with these leading telecom carriers is a tremendous opportunity to realize the full value of *My Data Manager*” says Mobidia President and CEO, Derek Spratt. “By partnering with innovative operators, we are able to offer a lot more functionality to a lot more subscribers. We fully expect our work, especially with these European operators, to lead to global deployments of our technology driven by group level agreements. As a result, we will be able to enhance experiences with mobile for hundreds of millions of subscribers while making it more profitable for operators around the globe”.

Operators and customers globally can download the basic version of the *My Data Manager* application on iTunes or Android Marketplace [here](#). A complete, carrier-grade service is available to extend the *My Data Manager* application for mobile operators and OEM's. The white-label service can fully integrate into the operator's existing infrastructure or into existing smartphones and tablets. Mobidia representatives are available immediately for discussions and engagement globally.

### **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 increase network efficiency and enhance experiences for subscribers. In addition to offering a transport optimization solution, the My Data Manager consumer application, and subscriber-centric policy technology for managing mobile data, Mobidia provides a wide range of development services for developing and licensing custom mobile solutions.

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

## **Contact**

For Mobidia Technology, Inc.:

**Chris Hill**

**Mobidia**

**(604) 304-8640 ext. 104**

**[Chris.Hill@Mobidia.com](mailto:Chris.Hill@Mobidia.com)**