

MEDIA RELEASE



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Conexus Mobile Alliance Launches Campaign to Encourage Application Development for Android™ in Asia

18 June 2009

Five Conexus Mobile Alliance members today announced the rollout of a comprehensive campaign to promote greater application development in Asia for Android.

Far EasTone (Taiwan), Indosat Tbk (Indonesia), NTT DOCOMO (Japan), StarHub (Singapore) and Truemove (Thailand) will individually and collectively launch campaigns to encourage more domestic application developers to create innovative, user-friendly applications on the Android platform with the aim to boost mobile data usage across the region. Depending on the operator's target markets, domestic and regional application providers can expect supportive resources from participating members, including possible embedding of applications as well as aligned procurement and development of Android-enabled devices.

The best applications for Android received by mid-October will be showcased in a regional Developer Showcase Event for Android hosted by Conexus Mobile Alliance in Hong Kong this November. Chosen application developers will thus gain access to members of the Conexus Mobile Alliance as well as have the opportunity for exposure at this Event. Selected developers may also have their applications embedded in Android handsets procured by the Alliance members, and be offered future opportunities for service creation within the Alliance.

Dr Kaizad Heerjee, Chairman of Conexus Mobile Alliance, and Director for PT Indosat, Tbk, said, "this initiative by Conexus Mobile Alliance aims to nurture the developer community in Asia and help grow the mobile data market here. It will also provide a platform for creative developers to monetise their applications by reaching beyond their local mobile market, to a larger Alliance customer base of more than 210 million mobile users across the region."





The selection criteria for successful Android applications include user experience and usability, market relevance, and innovation and originality.

Participating Alliance operators will kick-start their local campaigns in their respective markets soon, ranging from application contests, introductory programmes, seminars, and web-based developer forums in local languages. Interested developers should keep an eye out for more details of the campaign from participating member operators, or send an email to info@conexusmobile.com for more information.

For information on Conexus Mobile Alliance, visit www.conexusmobile.com.

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About Conexus Mobile Alliance

Established in April 2006, Conexus Mobile Alliance is one of Asia's largest mobile alliances. The alliance is formed to develop and enhance international roaming and corporate mobile services for greater convenience and ease of use for its members' customers. The alliance is committed to promoting voice, video and data roaming via its members' GSM/GPRS, W-CDMA networks and/or HSDPA networks and aims to create a Virtual Home Environment for its member customers to experience seamless, convenient mobile-related services when they roam. The Alliance boasts a combined customer base of more than 210 million mobile subscribers.

For more information, visit www.conexusmobile.com

About Android

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