



GyPSii Symbian development finds its Nokia Mobile Home

New Geo-location social networking platform accredited for Nokia's N95 and 6110 Navigator

23rd November 2007 – GyPSii the leading geo-location and social networking platform and service for mobile phones and other Internet-connected devices, today confirmed that the Symbian version of the GyPSii application has been accredited by Nokia for its N95 and 6110 Navigator mobile phones, available for download at www.gypsi.com

GyPSii combines – in a web-based application – a social networking platform, location-based news and services such as search and friend-finder, and user generated content-creation and sharing.

Designed specifically for use on a mobile phone, the GyPSii platform is already compatible with Windows Mobile devices and by adding Symbian support, GyPSii can now be available on the vast majority of mobile phones and almost any Internet connected device.

"Consumer demand for mobile location based services is rising dramatically," said Dan Harple, CEO of GyPSii, "and widespread handset compatibility is key to any company wishing to launch new and exciting services such as GyPSii into that market.

"Symbian is the dominant handset operating system, and Nokia the dominant handset manufacturer - as demonstrated by its 38 per cent increase in global market share and sales of some 111 million devices in Q3 of 2007 alone. Adding Symbian capability, accredited by Nokia, to the GyPSii platform is therefore a major breakthrough and milestone endorsement," he added.

Bena Roberts, Chief Mobile Search Analyst of BKI Media added: "Geo-location is nearing the tipping point. It's the connector that is currently missing from the mobile search, data and UGMC market. But soon it will, without a doubt, be the backbone of the mobile communication ecosystem. Knowing where your friends are, how to meet them, where they have been and what they thought of it, will transform the mobile interface from a passive device to an active addictive tool."

GyPSii integrates 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. These functions include user-generated content, friend finding and sharing, and also Point-of-Interest (POI) proximity search for immediate surroundings, maps and directions.

About GyPSii

GyPSii is a geo-location and social networking platform and service for mobile, web & set-top box devices, headquartered in Amsterdam, The Netherlands. (www.gypsi.com)

GyPSii allows users to share their real life experiences in the virtual world using mobile devices and the web. It is a UGC (user generated content), social networking, search & location based suite of integrated mobile and web applications - for users to share, view & upload pictures, video, text and POI (points of interest) with a geo-tag (location data) - place and track each other in their select communities. Find people and places, points of interest, map and navigate to them all.

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