

Beep Science Provides OMA DRM to Leading, Innovative Operator Mobily

The win comes as a result of the agreement between Beep Science and Huawei Technologies to jointly offer Beep Science's DRM software on Huawei's service delivery platform.

Oslo, 07 September 2007: Beep Science AS, a leading provider of mobile Digital Rights Management (DRM) software today announced the provision of an OMA DRM solution to Mobily (Etihad Etisalat), the fastest growing mobile operator in the Middle East & North Africa.

A total solution consisting of Huawei's service delivery platform and Beep Science's DRM Server is integrated at the operator's premises thus enabling Mobily with OMA DRM functionality. The integrated solution supports all OMA DRM compliant mobile phones, providing dynamic "on-the-fly" content packaging and digital rights license generation and delivery. With this implementation Mobily will be able to develop a range of new business models with rich media content, supporting the operator's innovative and modern services that have positioned it as one of the most advanced operators in terms of content services.

The cooperation with Mobily, key mobile player in the Middle East, means an important step for Beep Science by adding a new operator customer in a region not entered by the company until now. In addition this new customer represents yet another win for the DRM vendor and for the OMA DRM spectrum in general proving the robustness and maturity of Beep Science DRM products and the force of the open industry standards.

"Beep Science is pleased to work with key innovative and dynamic customers, such as Mobily, as we share a common goal – to enable the market with exciting content services." says Mr. Jan Rune Hettle, CEO of Beep Science AS. "Many operators have made firm commitments towards deploying OMA DRM. We are confident that OMA DRM will be deployed widely in Europe, Asia, Middle East, and South America. Mobily's deployment of OMA DRM protected content delivery service is yet another testament to this."

"We are pleased with Beep Science's DRM solution, responsiveness, and support quality which prove our decision of selecting Beep Science as our DRM Server vendor to be the right one," says Johnsheen Zhang, President of Huawei's Digital Media Product Line.

This is the first announcement of a joint win resulting from the agreement between Beep Science and Huawei to offer Beep Science's Digital Rights Management software to operators worldwide. The companies have also won other major projects that will soon be announced.

About Beep Science AS

Beep Science AS is a leading provider of mobile Digital Rights Management (DRM) software solutions, enabling exciting new digital content services around the world. Founded in 2000, the company has established itself as internationally recognised specialist within the field of Mobile DRM. Beep Science provides DRM clients to device manufacturers and platform vendors as well as DRM servers to mobile operators and service providers. Beep Science's DRM products are based on Open Mobile Alliance (OMA) industry standards while supporting other DRM schemes within a unified interface. The company's customers include major ODMs and OEMs and mobile operators worldwide.

For further information, please visit www.beepscience.com.

About Huawei Technologies Co., Ltd.

Huawei Technologies is a leader in providing next generation telecommunications network solutions for operators around the world. The company is dedicated to offering innovative and customized products, services and solutions to create long-term value and potential growth for its customers. Huawei's products and solutions are deployed in over 100 countries and serve 31 of the world's top 50 operators, as well as over one billion users worldwide.

For more information, please visit www.huawei.com.

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