



GyPSii goes live on Android™

GyPSii launches on Android; opens subscriber base with access to more devices

Amsterdam, The Netherlands and Salo, Finland, September 15, 2009 – [GyPSii](#), the leading mobile lifestyle and social networking application, announced today their launch on [Android](#). Owners of Android-powered mobile phones can now access GyPSii to create, share and search 'geo-tagged' content in real-time with friends and the GyPSii community at large.

The Android launch represents a significant success for GyPSii (GeoSentric Oyj, NASDAQ OMX: GEO1V) as it makes the application available to a rapidly expanding segment of prospective users, many of whom fall into the target demographic for early adoption.

GyPSii, also available on Java-based phones, allows users to place and map Points of Interest (POIs) with their handheld devices to generate location-based content and also to access the content of their friends and other members of the GyPSii community. GyPSii packages all the benefits of the social web, location functionality, the mobile web, multimedia and user generated content (UGC) into a comprehensive application for an active in-the-know lifestyle.

Still a nascent platform, Android is poised to capture market share rapidly; GyPSii management expect early availability to drive adoption and foster adaptation of the application as more people choose Android-based phones (such as the G1, G2 and T-Mobile Pulse) for their mobile communication, data and Internet requirements.

"Android-based phones are already some of the hottest mobile devices on the market, and with our support for the platform, GyPSii is well-positioned to take advantage of consumers' appetite for these devices - now and into the future," said Dan Harple, GyPSii's CEO and Executive Chairman. "Launching on Android is an important continuation of our global distribution strategy, working with partners across multiple channels to drive large-scale consumer adoption and align GyPSii with the needs of the global social networking market."



Using GyPSii on their Android phone, the end-user can locate their friends and fellow GyPSii members, and also connect with their surroundings in new and innovative ways by accessing information on nearby places. In addition, they can use their phone to create their own location-specific places to share with other members of the GyPSii community.

Similar to HTML-based platforms, GyPSii for Android is an innovative use of hybrid technologies. It easily integrates with a device's native hardware capabilities (such as a camera, GPS connectivity and other input data capabilities), while being flexible enough for handset makers and mobile operators to co-brand the look and feel of the user interface, and also add supplemental third party content - quickly and efficiently, according to the operators' own specific needs and the needs of their subscribers.

With the addition of Android support, GyPSii now runs on all eight leading mobile operating systems –Android and Java-based phones, Symbian S60 and S40, BlackBerry, the iPhone, Windows Mobile and MID notebooks– and is compatible with more than 350 devices worldwide. GyPSii for Android is now available for download directly from the Google mobile apps store (m.google.com) and independent mobile download site GetJar (www.getjar.com).

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About GeoSentric Oyj (GyPSii)

GeoSentric's GyPSii is the market-leading mobile digital lifestyle application and geo-mobility social networking platform: connecting people, places and communities across networks and devices, with patented technologies for the transfer and publishing of location based information between mobile devices. Based in Salo, Finland and Amsterdam, The Netherlands, GeoSentric operates offices in North America, Europe and Asia Pacific. GeoSentric is listed on the Nordic Exchange (NASDAQ OMX: GEO1V). For more information, visit www.gypsyii.com © 2009 GeoSentric. All rights reserved.

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Contact for Press:

Becky Kiely / Laura Bryant
CCgroup
Tel: +44 118 920 7650
E-mail: gypsi@ccgrouppr.com