



GyPSii brings mobile location lifestyle to Dopod users in China

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GyPSii, the world's leading geo-location and mobile social networking provider, has partnered with Dopod in China to provide new and exciting location-based information and content features and services, for use on the mobile phone or via the Internet.

The new services will be available to members of Dopod Club (www.club.dopod.com) the exclusive online community for Dopod device users in China, when members download the GyPSii mobile client directly to their mobile device.

GyPSii combines social networking, mobile, location & web 2.0 technologies to offer Dopod users a seamless mobile lifestyle experience – on their phone and via the web. Dopod customers can use GyPSii to create and share content, connect with friends & communities, search user content, people and points of interest, and get maps and directions – all from their mobile phone.

GyPSii uniquely incorporates 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. The downloadable mobile client integrates tightly with the handset's native applications, and is also accessible to Dopod subscribers via the Web.

Commenting on the news, Ms. Chen Yan, Product Manager of Dopod China, said, "The close co-operation between Dopod Club and GyPSii provides Club Dopod members with an exciting new application that is useful, fun and easy-to-use. GyPSii is the ideal accessory to the Dopod Club mobile lifestyle."

Dan Harple, Chairman & CEO of GyPSii, added, "We're delighted to partner with Dopod to bring GyPSii to the dynamic, fast-moving Chinese market. With this latest partnership, GyPSii leads the way worldwide with a new generation of innovative, location-specific functions and services - connecting people, places and communities in new and exciting ways, and bringing a compelling and unique mobile experience to several million mobile subscribers in China."

GyPSii provides Dopod users with features for users to share, view & upload pictures, video, text and POI (points of interest) with a geo-tag (location data) - find and track each other in their select communities. Find people and places, points of interest, map and navigate to them all.

GyPSii will be available for free download to Dopod users via the Club Dopod Club website in early March 2008.

About GyPSii

GyPSii connects people, places and communities across networks and devices. A geo-location social networking platform and services for mobile, web & set-top box devices, headquartered in Amsterdam, The Netherlands. (www.gypsii.com).

About Dopod & Dopod Club

Dopod is the leading provider of Windows Mobile Smartphones & PDA phones in China. Dopod's products are catered to the modern, 'connected-everywhere' lifestyle users. Dopod combines outstanding product design and excellent functional qualities that promote convenient access to up-to-the-minute information. Founded in 2002, Dopod has established a presence as a premier communications company throughout Asia.

Dopod Club, founded in 2002, now serves as the exclusive distribution channel for content and services for millions of registered Dopod users in China.