



GyPSii Opens China Data Centre to Enhance Local User Experience

New gypsii.com.cn site offers optimised content to customers across Asia-Pacific
15th May, 2008, Amsterdam, The Netherlands – GyPSii the leading geo-location and mobile social networking service provider, has today announced the opening of a China Data Centre, to offer localised content and an enhanced user experience to customers across China and the Asia Pacific region. The Shanghai-based centre will boost GyPSii's existing infrastructure in the area and provide users with specific local content and even faster download speeds.

The opening of the centre follows the recent announcements of GyPSii's partnerships with Shanghai Rannuo Information Technology Co. Ltd. (GyPSii's service provider partner) to launch the China Unicom Beijing Olympics service and Dopod Club. With the Olympics set to begin in Beijing later this year, the data centre will accommodate GyPSii's existing users, while supporting new customers and the surge in the games-related user-generated content (UGC) expected in advance of and during the Olympics.

GyPSii's new site www.gypsii.com.cn offers new localized capabilities for our Asia partners and consumers – including special China-specific user generated content, mapping and points of interest. - All this will be available to customers using GyPSii's mobile and web clients.

"In opening a dedicated data centre in Shanghai, GyPSii is deepening its commitment to our partners and customers in Asia by delivering Gypsi in world class speed." said Dan Harple, CEO at GyPSii. "By investing in the region and bringing the data centre online, we are reinforcing GyPSii's position as the leading player in the market and executing our strategy to provide best-of-breed services across the globe."

"The partnership with Shanghai Rannuo and China Unicom represents a key commercial launch of our service with a major mobile carrier. GyPSii is the first and only mobile social networking service of its kind available in China. The opening of the data centre reinforces GyPSii's ability to scale quickly in different regions of the world. GyPSii is rapidly executing on a global strategy to provide Gypsi anywhere anytime to consumers around the world."

Mr. Shen Yingchao, General Manager of Shanghai Rannuo Information Technology Co., Ltd said, "UGC and social networking are the future, and the GyPSii service will help drive the value added business to new heights. Thanks to our close partnership with China Unicom

and GyPSii, Rannuo will continue to provide our long standing services to users and significantly enhance our offering in time for the Olympic Games”.

GyPSii is also made available to members of the Dopod Club, the exclusive online community for Dopod device users in China. With GyPSii, Dopod users can experience a seamless mobile lifestyle experience, sharing content, connecting with friends and communities, searching UGC and viewing maps and directions to points of interest - all from their mobile phone.

Ms. Chen Yan, Product Manager of Dopod China, said, "The close co-operation between Dopod Club and GyPSii is providing 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."

Dopod users with Windows Mobile devices and China Unicom users with a range of supporting devices can download GyPSii, with both simplified and traditional character sets at: www.gypsii.com.cn.

About GyPSii

GyPSii is the market-leading mobile lifestyle application, connecting people, places and communities across networks and devices. GyPSii provides a geo-location social networking platform and services for mobile, web & set-top box devices, and is headquartered in Amsterdam, The Netherlands. (www.gypsii.com).

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