



**GyPSii partners with Shanghai Rannuo and China Unicom to launch new mobile-location services at the 2008 Olympic Games**

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GyPSii, the world's leading geo-location and mobile social networking provider, has partnered with Shanghai Rannuo and China Unicom to launch its GyPSii service during the 2008 Olympic Games in Beijing.

The GyPSii service combines social networking, mobile, location and web 2.0 technologies to offer China Unicom users a seamless mobile lifestyle experience. It will allow users to create pictures, video and blogs centered on all things Olympic while using their existing camera phone. GyPSii users can capture their special moments during the Olympic games, upload the content to their personal space on [www.gypsi.com.cn](http://www.gypsi.com.cn) and share it with friends, family and communities. The users can also search other GyPSii User Generated Content (UGC), people and points of interest and get maps and directions to their location – all from their mobile phone.

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 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.

"The 2008 Olympic games will represent a momentous occasion in Chinese history", says Dan Harple, Chairman and CEO of GyPSii. "Partnering with Rannuo and Unicom will help deliver a brand new mobile experience to Chinese subscribers, and we're delighted that GyPSii will be responsible for

delivering it to them. It promises to be a fantastic Olympics for the Chinese public and we're very excited to be a part of it."

The GyPSii service will be available to Unicom users in March 2008 at [www.gypsii.com.cn](http://www.gypsii.com.cn).

### **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](http://www.gypsii.com)).

### **About Rannuo**

Rannuo is a Shanghai based high-tech IT Company that has a full China Value Added Service (VAS) certificate (No. B2-20040257) issued by the Ministry of Information and Industry (MII), this certificate allows Rannuo to provide Internet and VAS services to mobile users in China. In addition to its Shanghai HQ, Rannuo operates several branch offices in Tianjing and Sichuan provinces, providing value added services such as mobile-internet, mobile location, SMS, WAP, IVR and ring tone.

### **About China Unicom**

China Unicom is one of the 2 mobile operators in China with more than 100M subscribers, China Unicom is the only mobile operator that owns and operates both a GSM and a CDMA network. China Unicom also operates its own data-telecom network, long-distance telephone network and broadband Internet network, providing full suite of voice, data and value-adding services to its subscribers. China Unicom's major solution including the well-known "World Wind", "Ruyitong", "U.Power", "New Horizon", and "New Century 133" brands.

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