



GyPSii launches Java into China

GyPSii adds Java platform compatibility, targets 650 million+ Chinese mobile users

June 3rd, 2009 - Salo Finland and Amsterdam, The Netherlands. GeoSentric Oyj's (NASDAQ OMX: GEO1V), GyPSii business unit, developers of the award-winning GyPSii mobile social networking application (www.gypsii.com) today announced the launch of the Java version of its application, with both Chinese and English language support.

GyPSii created the Java application with the Chinese mobile consumer firmly in mind. Many Chinese users' first and only access to the Internet is via a mobile device, and the new GyPSii Java app will appeal to the 70% of the 650 million phone owners in China who own Java-based phones.

GyPSii is already locally available in China for the major operators China Mobile and China Unicom, for download on compatible Java phones. GyPSii is also available globally across a wide range of devices, including Samsung, Nokia, LG, Apple iPhone and Blackberry smartphones.

"The arrival of GyPSii on Java is another milestone for us, which broadens the choice across all mass-market devices that consumers can use and enjoy GyPSii on – alongside the iPhone, Windows Mobile, Symbian, Blackberry (RIM), webtop and netbook applications already in our portfolio," said GyPSii's Chairman, Dan Harple.

"Our GyPSii members in China are already extremely active mobile social networkers. With Java platform compatibility, they are now free to create, share and connect with the rest of the GyPSii community - across even more devices and networks, at anytime, from any location." He added. "We plan to expand our reach on Java platforms into other countries, extending our mass market coverage further on a global basis"

GyPSii delivers an all-in-one mobile lifestyle experience – simple to use content creation tools, social networking capabilities, and location context. It allows people to instantly capture and share what they are actually doing in their daily lives, building a multi-media virtual world – the places they have been, the things that they are doing and where they are going.

Utilising a wide range of location and multimedia creation technologies for today's mobile phones, GyPSii empowers people to share their experiences as they happen - including with photos, video, comments, status and information captured and uploaded from their mobile phone, with location context.

Jeff Lin, GyPSii's Managing Director APAC added, "With GyPSii, you can share what you are doing or planning to do in real time with your community of friends and followers, who are then free to respond and comment, instantly without having to wait until they're next sitting at their PC. We expect Java phone owners to quickly become GyPSii fans and use the application to record their lives and stay connected to their communities - no matter what network or devices they use."

The GyPSii application is already available and can be downloaded directly onto your mobile at www.gypsii.com/m and <http://gypsii.com.cn/m> (for a full list of supported devices). Java phone owners in China can now download the new Java application from GyPSii at <http://wap.gypsii.com.cn>.

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. 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.gypsii.com and www.gypsii.com.cn © 2009 GeoSentric. All rights reserved.

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