



## **GyPSii sets sights on 1billion plus consumer phone market**

*Launches next generation application support for over 100 mass market phones  
and delivers smartphone experience on mass-market devices*

**8<sup>th</sup> September, 2009, Salo, Finland, and Amsterdam, The Netherlands** – Ground-breaking mobile digital lifestyle and social networking application GyPSii is now available in a new format compatible with more than one billion mass market handsets. GyPSii is now compatible on more than 350 devices worldwide – adding support for over 100 additional phones including leading consumer based phones such as the Nokia 6300, 6600 Slide, 6700, and 5610 XpressMusic: the W580, T700, W595, and C905 from Sony Ericsson.

The launch today by GeoSentric Oyj (NASDAQ OMX: GEO1V) of the GyPSii Next Generation user interface for Java phones opens up a whole new market of potential GyPSii users, and provides the type of full-colour, seamless and feature-rich user-experience usually only seen on applications for advanced, high-end smartphones.

Using GyPSii on a typical Java handset from leading manufacturers such as Nokia and Sony Ericsson, consumers can quickly and easily create and share with other GyPSii members location-specific content and places. They can also explore their local surroundings for friends, and access information and contact details on nearby points-of-interest – all from their mobile phone.

To create the enhanced Java UX (user experience), GyPSii drew on its extensive experience developing for smartphone platforms such as Symbian, Windows Mobile, and the iPhone. The result is the type of visually attractive, rich end-user experience, more typically seen on advanced, high-end devices, now available on a Java handset. GyPSii is also pre-loaded on a range of handsets from Samsung, LG and Garmin giving it unrivalled market reach.

Commenting on the launch of the new UX, GeoSentric Executive Chairman and CEO Dan Harple said, “With the next gen interface, GyPSii continues to set the standard in mobile lifestyle and social networking applications. The many functions and features offered on our platform, together with our support of all leading mobile devices and platforms – Symbian, Windows, the iPhone and now Java – make GyPSii the most complete and comprehensive geo-location and digital lifestyle application on the market.

“With GyPSii, the world’s mobile users can enjoy a truly mobile digital lifestyle. They can use their device to explore and share their surroundings in new and exciting ways, while also creating a



revolutionary new global index of user-generated information and content, for others to connect to and search through, wherever they are in the world.”

GyPSii Java is compatible with many Java variations and is available for download directly from the GyPSii website ([www.gypsi.com](http://www.gypsi.com)): and also via Nokia’s “Ovi” Apps Store and independent mobile download site GetJar ([www.getjar.com](http://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.gypsi.com](http://www.gypsi.com) and [www.gypsi.com.cn](http://www.gypsi.com.cn) © 2009 GeoSentric. All rights reserved.

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