



## **China Unicom chooses GyPSii for 3G Mobile Social Networking in China**

*GyPSii selected as the premier mobile social network for new UniSpace 3G SNS service from China Unicom's Shanghai Unicom*

**16th July, 2009 – Salo, Finland and Amsterdam, The Netherlands.** GeoSentric Oyj (NASDAQ OMX: GEO1V), developers of the award-winning GyPSii mobile social networking application ([www.gypsi.com](http://www.gypsi.com)), today announced its partnership with China Unicom's Shanghai Unicom, to become the premier mobile social network solution for its new consumer 3G SNS Service, UniSpace.

From today, more than 5 million Shanghai Unicom customers are able to download the GyPSii client directly on to their mobile device from the UniSpace website, <http://space.uni-play.net>. This roll out will expand to 130 + million subscribers in China. As part of the GyPSii community, UniSpace members can immediately start to create "geotagged" content for sharing in "real-time" with friends, family and the growing global community of GyPSii members.

The content that UniSpace members create becomes true Internet-searchable destinations and experiences, available for all GyPSii friends and communities across the globe to immediately find, share and comment on.

"GyPSii's ability to deliver an all-in-one, location-aware mobile social networking experience is proving extremely popular in China, with people using the application to create and share content, as well as connect with each other across a range of networks and devices," said Mr. Lu Dongliang, Deputy General Manager of Shanghai Unicom. "With its fast-growing community and unique, intuitive user experience, GyPSii was the natural choice as a mobile social networking partner. We expect the new UniSpace offering to play an important role in driving the success of our 3G Value Added Service."

GyPSii uses various handset location technologies – including GPS, A-GPS and cell ID – to allow Shanghai Unicom customers to automatically tag their location with photos, video, status updates and other information, for sharing their experiences in real-time.

GyPSii is available for UniSpace customers to use on a wide range of mobile devices, including Java, Symbian and Windows Mobile phones. Further mobile platforms will follow shortly.

"After GyPSii and Shanghai Unicom's success working together during the Olympics in 2008, we are delighted to deepen this important relationship and open up GyPSii to the wider community of Unicom's millions of subscribers," said Dan Harple, Executive Chairman of GyPSii. "Our goal is to have GyPSii on the world's most popular networks and devices, for mobile consumers worldwide to use and enjoy in all the world's most popular regions. Shanghai Unicom is an important and valued partner. Their 3G leadership in China, coupled with GyPSii's seamless "create, share, connect" model, provides a valuable

new mode of communicating for Shanghai Unicom users. Our partnership truly enables Shanghai Unicom customers to create a new “people powered index” using GyPSii on their powerful 3G network. We look forward to welcoming UniSpace customers as new GyPSii users, who will use the application to connect and share their mobile lives with others. This, in turn, will help Shanghai Unicom to acquire new 3G customers, retain existing subscribers and importantly boost revenues.”

The GyPSii application is already available worldwide on a wide range of devices, including the Apple iPhone, Samsung, Nokia, LG and BlackBerry Smartphones. New users can download the application directly at [www.gypsii.com/m](http://www.gypsii.com/m) and <http://www.gypsii.com.cn/m>

### **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.gypsii.com](http://www.gypsii.com) and [www.gypsii.com.cn](http://www.gypsii.com.cn) © 2009 GeoSentric. All rights reserved.

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### **About China Unicom**

China Unicom (Hong Kong) Limited (“the Company”) was incorporated in Hong Kong in February 2000 and was listed on the New York Stock Exchange and the Stock Exchange of Hong Kong on 21 June 2000 and 22 June 2000 respectively. On 1 June 2001, the Company was included as a constituent stock of the Hang Seng Index.

On 15 October 2008, the Company merged with China Netcom Group corporation (Hong Kong) Limited.

At present, the Company is engaged in GSM cellular business in 31 provinces, municipalities and autonomous regions in China, the provision of international and domestic long distance calls, data and mobile Internet services, and other related telecommunication value-added businesses.

The Company is also a leading broadband and fixed-line telecommunications operator in the PRC and provides services in Beijing Municipality, Tianjin Municipality, Hebei Province, Henan Province, Shandong Province, Liaoning Province, Heilongjiang Province, Jilin Province, Neimenggu Autonomous Region and Shanxi Province. The Company provides fixed-line voice and value-added services, broadband and other Internet-related services, information and communications technology services, business and data communications services as well as advertising media services.

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