

GyPSii Backgrounder

Brief:

GyPSii is a leading mobile lifestyle and social networking application that connects people, places and communities across networks and devices. It's a real-time vehicle to share experiences: where you are, who you are, and what you're doing. By collecting user-generated content and points of interest from across the globe GyPSii aims to create a searchable index of the world that users can access anytime-anywhere to enhance their real world experience.

History:

GyPSii is headquartered in Amsterdam, The Netherlands, and is a wholly owned subsidiary of GeoSentric, a developer and provider of solutions, products and technologies for location based services and LBS-enabled social networks.

GyPSii was conceived in 2006 by Dan Harple and merged into GeoSentric in 2007, a public entity traded on the NASDAQ OMX Helsinki Ltd (GEO1V).

GeoSentric develops a leading geo-integration platform for mobile devices, personal navigation devices, web browsers, and other internet-connected devices, which provides applications and bundled ODM/OEM solutions for consumer and B2B markets, built on the convergence of location based services, social networking, search, mobile & Web 2.0 technologies. Its intellectual property is delivered as software and services in products which include the GyPSii product platform ("GyPSii") together with ready-to-use integrated GPS/GSM devices for navigation and object tracking and customizable software solutions for industry specific uses.

Based in Salo, Finland and Amsterdam, The Netherlands, GeoSentric operates offices in North America, Europe and Asia Pacific.

GyPSii in China

As the world's largest mobile market with strong growth especially in smart phone usage, China was identified as target market from the start. In 2007 GyPSii established a local head of business and began building a native team while analyzing the market and vetting business relationships within the Chinese mobile ecosystem.

The GyPSii APAC headquarters is in Shanghai and is fully owned subsidiary with license to do business under Chinese regulations. The cross-functional team consists of business development, R&D, marketing and operations professionals. The Shanghai HQ is home to approximately 1/3 of the GyPSii global team of just over 100 employees.

About Dan Harple, Executive Chairman:

Dan Harple, Executive Chairman, is responsible for leadership, strategic and operational growth of the company.

Prior to founding GeoSolutions, Mr. Harple was Founder, Chairman and CEO of Context Media, Inc., an enterprise software firm he founded in 1999. Context Media was acquired by Oracle Corporation in 2005, forming the basis for Oracle's Enterprise Content Integration platform. Previously, in 1997, Mr. Harple's efforts centered on media research in a new company, Context Labs, which he co-founded with Artist and Producer Todd Rundgren. Prior to this, he pioneered key Internet media and collaboration technologies as a Senior Vice President at Netscape Communications and as Co-Founder & CEO of InSoft, which merged with Netscape in 1996. This merger introduced several "firsts" to the Internet, including the first streaming media system; Netscape Media Server; the first Internet telephony technology – Netscape Conference; and the first media developers' platform – Netscape LiveMedia. Mr. Harple and his team also spearheaded the development of Netscape LiveAudio and LiveVideo technology and the creation of several major Internet standards, including the Real-Time Streaming Protocol (RTSP). These technologies provided the foundation for the way multimedia and real-time interactive communications are utilized on the Internet and opened the door for the convergence of the Internet and traditional telephony services.

Availability:

GyPSii is bundled on devices including LG, Samsung, Garmin nüvifone, and through China Unicom; reaching over 300 million users in the coming year.

GyPSii is widely available in app stores worldwide including iTunes, the Ovi Store, Blackberry App World, Getjar, Wefi, Turkcell's Uygulama Pazarı store, and the Android Market. GyPSii runs on all eight leading mobile operating systems – iPhone, Android, Java, Symbian S60 and S40, BlackBerry, Windows Mobile and MIDs – and is compatible with more than 350 devices in 26 languages.

Usage Trends:

- 88% of GyPSii users access via a mobile device
- Mobile Page views on GyPSii are akin to web-based social networks such as Facebook and MySpace, a significant mega-trend
 - High double-digit page views on mobile
 - 80% of users return more than five times per week
- Average session times in double digit minutes
- Core group falls in 18 – 35 age range with especially strong 21 – 35 cohort