

## IXONOS ESTABLISHES NEW BUSINESS UNIT: MEDIA & COMMUNITIES

Ixonos establishes a new Business Unit, Media & Communities, to help its clients develop device-independent solutions for media, entertainment and information delivery, as well as for social networking, over the Internet. The Unit's clientele consists of companies operating in the international market and seeking new business opportunities, and competitive advantage through Internet services for consumers and partners. Timo Kaisla has been appointed Director of the Media & Communities Unit, as well as Vice President of Ixonos Plc. He will be based in Boston, USA.

"The customers of the Media & Communities Unit are redefining their position in the value chain from smartphones to services. The penetration of smartphones will increase dramatically during the next 2–5 years. This will enable consumers to step up and diversify the use of Internet services with their mobile devices", says Timo Kaisla.

"Ixonos wants to strengthen the competitiveness of e.g. device manufacturers as providers of Internet services. Similarly, we want to help media and community Internet players to improve the exposure, and increase the mobile use, of their services. In addition, we want to help new and rising companies in this field as they challenge the traditionally strong players", continues Mr Kaisla.

"Due to our strategic mergers and acquisitions in 2006 and 2007 (Service 4 Mobile, Mermit Business Applications, and Cidercone Life Cycle Solutions), as well as our focused development of our competences and services, we are now able to provide our clients with solutions that cover the value chain from devices to services", concludes Mr Kaisla.

### APPOINTMENTS AT IXONOS

Tomi Kyllönen, Director of the Mobile Terminals & Software Business Unit, has been appointed Vice President.

Tuomas Kohila has been appointed Vice President with responsibility for New Markets (development of new customer relations).

Jani Lehtinen has been appointed Director with responsibility for the Operators & ICT Business Unit.

The previous Vice Presidents – Timo Leinonen, CFO; Kari Liuska, Business Operations; and Asko Vainionpää, Service Production – have been appointed Senior Vice Presidents.

### **For additional information, please contact:**

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*Ixonos is an ICT service company producing flexible technology consulting, software development, software maintenance and project management solutions that support the competitiveness and risk management of its customers. Ixonos' clientele comprises leading mobile and smartphone manufacturers, mobile network suppliers and telecom carriers operating in the international marketplace, as well as Finnish finance, industrial and service companies and public administration organizations. The Group employs a total of more than 900 people in Finland, Slovakia, Estonia and China. Ixonos is recognized for its customer orientation and its responsible attitude.*

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