

Babel partners with Javaground for enhanced porting service

11th February 2008 – Mobile World Congress 08

Babel is pleased to announce it has signed a partnership agreement with Javaground Inc, the mobile game industry's leading provider of development and porting solutions. Under terms of the agreement, Babel will license the Javaground Xpress porting technology to enhance Babel's porting services for mobile games.

Babel's experienced porting teams in UK, Canada and India use technology such as Javaground's Xpress Suite, as well as manual porting methods to expand its delivery capabilities to clients such as Airborne Entertainment, and Sony Pictures Television International. Babel has one of the largest handset libraries in the industry to ensure that all ports are thoroughly QA tested before delivery.

Babel's mobile division is growing rapidly and now provides a complete end-to-end solution including translation, functional and localisation QA, porting, certification and deployment. Within the past year, the company has ported over 2000 builds for North American and European clients.

"Mobile content providers have to port to literally thousands of handsets and to an ever-increasing number of global operators, whilst controlling costs and ensuring on time delivery," said Algy Williams, MD Babel Media. "There are very few major global partners that can help them, so adding the Javaground Xpress technology to our armoury of tools gives us an additional cost and speed advantage which we can pass onto our clients."

"We are very pleased to partner with Babel" said Alexandre Kral, CEO of Javaground USA Inc, "Babel has an enviable reputation for delivering a quality service and their adoption of Xpress will make them even stronger."

About Babel Media

Babel is the industry leader in specialist outsourced services for the games and interactive entertainment industry. The company has offices in Brighton, Los Angeles, Montreal and New Delhi, providing comprehensive games-focused localisation, QA, certification, audio, print and deployment services. Clients include Vodafone, Player X, Bandai Namco, THQ Wireless, Disney, EA Mobile, IPlay, Orange, Motorola, Eidos, Infospace, SEGA, Sony Pictures, Gameloft and Glu.

www.babelmedia.com

About Javaground

Javaground is a leading solution provider for the mobile game industry. The company has developed the Xpress Suite, a powerful development and porting solution to assist and streamline the creation of mobile games. Its patent-pending technology allows programmers to create a complete set of ports for Java ME and Brew devices in just a few weeks. This greatly speeds up the time to market compared to other solutions, and the technology can be extended easily to other types of mobile operating systems, including the BREW Solution. Javaground's technology also offers unprecedented quality by offering device-specific optimization. Founded in 2001, Javaground is privately held and headquartered in Southern California, USA. The company also has offices in Imola and Montreal. Visit online at www.javaground.com.