

## **Red Bend to Demonstrate Innovative New Mobile Software Management and Mobile Virtualization Capabilities at Mobile World Congress**

Red Bend Software announced it will demonstrate innovative new capabilities of its Mobile Software Management and Mobile Virtualization products in its suite at GSMA's 2011 Mobile World Congress, February 14 through 17, 2011 in Barcelona, Spain. The demonstrations will showcase the unique capabilities of Red Bend's products that mobile network operators, device manufacturers, semiconductor vendors, software developers and others in the mobile ecosystem depend on to increase revenue, get products to market more quickly, and increase customer satisfaction and retention.

Red Bend Software is the trusted leader in Mobile Software Management. Eight of the top handset manufacturers, tier-one operators such as NTT DOCOMO and China Mobile, and dozens of other leading companies in the mobile industry rely on Red Bend products to manage mobile firmware, software and devices, and deliver the cost and security benefits of mobile virtualization to consumers around the world.

Red Bend invites Mobile World Congress attendees to visit its hospitality suite (4.3HS50) to see how its software has changed the way firmware, applications and devices are managed quickly, accurately and economically over the air, and how its mobile virtualization product is ushering in a new era of affordable smartphones. Demonstrations will include:

\* **The World's First Smartphone Featuring WAC Widgets That Can Be Independently Managed Over the Air:** Red Bend customer Smart Communications, the Philippines' leading mobile operator with 44 million subscribers, will demonstrate the new SMART Netphone? featuring widgets from the Wholesale Application Community (WAC). Red Bend's over-the-air software management solution enables Smart to control the software assets that drive its services revenue, showing how operators can monetize WAC widgets.

\* **\$100 Smartphones Are a Reality with Red Bend Mobile Virtualization:** Adoption of the Android OS is moving from high-end smartphones to mainstream feature phones. Red Bend's VLX™ software enables Android to run on low-cost, single-core hardware platforms, creating a new market of sub-\$100 smartphones to satisfy market demand for smartphone performance at feature phone prices.

\* **Reducing the Risks and Costs of Introducing a New Mobile Application:** Until now, the only metric service providers had to indicate the popularity of a new application was how many times it was downloaded, not how often it was used. Red Bend's vRapid Mobile® Software Management and Application Analytics solution analyzes consumers' actual usage of mobile applications. This in-depth data enables service providers to bring new products to market faster, at lower cost, and with less risk,

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driving revenue growth and improving consumer satisfaction.

\* **Protecting the Network by Identifying Rogue Applications:** There are hundreds of thousands of mobile applications consumers can download from many sources. Unfortunately some of them are malicious, rogue applications. Red Bend's Mobile Software Management solution identifies rogue apps according to predefined thresholds, and generates actionable alerts and reports. This data enables service providers to remotely remove rogue apps or alert the developer to fix the problem, increasing network security and reducing bandwidth congestion.

Red Bend Software's Business Hospitality Suite is located in Hall 4, Level 3, Suite 50 (4.3HS50) at Mobile World Congress, Barcelona, Spain

<http://www.mobileworldcongress.com>

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