

## FOTA Solutions on Mobile Phones

Red Bend Software, a provider of firmware over-the-air (FOTA) updating solutions for mobile phones, has concluded an agreement with NEC Corporation of Japan to install Red Bend's vCurrent<sup>®</sup> Mobile FOTA updating technology on NEC's mobile phones. NEC will begin shipping mobile devices with the Red Bend update client in the fall of 2006.

This new agreement between Red Bend and NEC follows an earlier agreement between Red Bend and Sharp Corporation, announced in October 2005, and establishes Red Bend as a leading supplier of FOTA solutions to Japan's two biggest manufacturers of mobile phones. Red Bend provides firmware update technology to most of the world's largest mobile phone manufacturers including BenQ Mobile, LG Electronics, Sony Ericsson and others.

Red Bend's patented FOTA solution makes it possible to efficiently and reliably deliver updated firmware over-the-air to phones already in users' hands. In this way, NEC can deliver new features and products to the market more quickly and enhance their users' satisfaction with their phones. Red Bend's vCurrent Mobile technology achieves this by generating extremely compact updates which can be rapidly and cost-effectively delivered onto the handset with 100% accuracy. Unlike other FOTA solutions, vCurrent Mobile generates firmware updates without interfering with the original firmware image, making the update process simpler and faster.

"The selection of our products by NEC, an important mobile phone manufacturer and an early adopter of FOTA technology, testifies to the advantages of Red Bend's technology and our ability to support our customers in all global markets," said Yoram Salinger, CEO of Red Bend.

Red Bend Software helps mobile phone manufacturers and network operators accelerate the adoption of new services and features, respond rapidly to customer problems and reduce support costs through mobile software management solutions.

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<http://www.wirelessdesignmag.com/product-releases/2006/10/fota-solutions-mobile-phones?qt-blogs=0>