

## Mobile Phone Backup Service



FusionOne, a leading provider of mobile phone synchronization services, announces the next generation of its MightyBackup mobile phone backup service. MightyBackup 3.0 provides backup protection for both user-generated and licensed content on consumers' mobile phones. FusionOne is the first company to expand protection for user-generated content and add protection for licensed content, creating new business opportunities for both carriers and license content providers. When acquiring a new mobile phone because of loss, damage, or choice, a consumer can easily migrate all existing mobile phone content to the new device.

Consumers are often misled by offerings that promise a full backup of licensed content, but actually violate license agreements. Next-Generation MightyBackup 3.0 is the first fully legal way to move ringtones, applications, games and more. In many cases, content downloaded for one device will likely not function on a different model. The patent-pending version 3.0 offers a comprehensive and formal way for restoring all mobile phone content that conforms to industry standards, digital rights management (DRM) and content license requirements.

When consumers upgrade or replace a mobile phone they lose all of the licensed content purchased for their phone, such as wallpaper, ringtones, music, applications, games, and video clips. Approximately 40 percent of downloaded applications are subscription-based services, resulting in the loss of recurring revenue for the content provider if consumers do not proactively repurchase the applications for their new device.

In the case of a lost or damaged mobile phone, consumers also lose the content they have entered, such as contacts and photographs. FusionOne's MightyBackup service creates a shadow list of the licensed content stored on a user's mobile device and when a user upgrades to a new mobile phone, MightyBackup 3.0 automatically presents a "menu" of previously licensed content, enabling the user to select items they want to reacquire.

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FusionOne hosts the service in its carrier-class data center, eliminating high startup or operational costs for carriers.

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