

## **Bling Software Partners with Brightstar to Bring Active-Idle-Screens to Mass Market Handsets**

*'Mobile Web 2.0' author says partnership brings iPhone-like Web experience to mass market feature phones*

**MIAMI, and Pleasanton, Calif., November 13, 2007** – Bling Software, Inc., the enabler of the most dynamic Web content experience for mass-market mobile handsets, and Brightstar Corp., the global leader in customized distribution solutions for the wireless industry, today announced they have partnered to bring Active-Idle-Screens to mass market feature phones.

Under the terms of the agreement, Brightstar will embed Bling Software's Active-Idle-Screen solution directly onto the phone top, or home screen, of mass market handsets. By incorporating Bling Software's solution onto low- and mid-tier handsets, operators can now deliver a smart phone-like mobile Web experience to consumers around the globe.

"The Apple iPhone has compelled every major carrier to evaluate an Active-Idle-Screen strategy," says Ajit Jaokar, co-author of the best selling book 'Mobile Web 2.0.' "Bling Software's small footprint-sized client combined with Brightstar's global reach will enable any carrier to dynamically customize their user interface and deliver mobile widget-based Web content directly to a consumer's idle screen."

According to an iGR, Inc. report published in January 2006, the (static) premium wallpaper market segment was over \$7 billion dollars in 2006, but is declining rapidly. It is speculated that Active-Idle-Screens will rapidly present an even greater revenue opportunity in years to come.

Earlier this year, Bling Software delivered the industry's first Ajax standards-based Web client, providing companies the tools to quickly and easily create mobile widgets. Today, Bling Software delivers a complete Active-Idle-Screen solution that extends additional revenue opportunities to wireless carriers. The Active-Idle-Screen solution includes three major components:

1. A content development kit (CDK) for creation of the Active-Idle-Screen and mobile widgets.
2. A hosted Web service for content delivery and management.
3. An Active-Idle-Screen application that resides on the mobile handset.

"This partnership provides wireless carriers around the world with the capability to deliver phones with a built-in user interface that is similar to the idle-screen experience of the Apple iPhone," said Roy Satterthwaite, co-founder and CEO of Bling Software. "With Brightstar, we can deliver the Active-Idle-Screen solution to any carrier in the world with mass market handsets."

"Our joint solution will now enable our wireless carrier customers to dynamically customize their handset user interface as well as create an entire new source of content revenue," said Brightstar chairman, president and CEO, R. Marcelo Claire. "The bottom-line is higher data ARPU for operators and more desired handset solutions for consumers."

Brightstar procured handsets with Bling Software's Active-Idle-Screen solution are now available to operator customers worldwide.

### **About Bling Software**

Bling Software enables the lowest cost to development time for mobile Web content resulting in the most dynamic consumer experience possible. With the industry's first and only Ajax-based Web application client, anyone who can build a Web page can now author a mobile application, in days, not months. With the Bling Player, consumers can now enjoy the most visually stunning and data-rich web content possible without the slow response time typically found in today's mobile offerings. For more information on Bling Software, please call 925-467-1690 or visit [www.blingsoftware.com](http://www.blingsoftware.com).

### **About Brightstar**

Brightstar Corp. is a global leader in customized distribution and supply chain solutions for the wireless industry. Headquartered in Miami, FL, Brightstar operates sales, distribution and manufacturing facilities in 49 countries on six continents. The company provides solutions to more than 30,000 network operators, MVNOs, retailers, resellers and independent agents around the world, and also represents the world's leading wireless manufacturers. In 2006, Brightstar generated \$3.6 billion in revenue. For more information, visit [www.brightstarcorp.com](http://www.brightstarcorp.com).

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