

## **Drutt Corporation powers launch of Vodafone live! in Malta**

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**Vodafone Malta** recently announced the launch of Vodafone live!, the highly acclaimed consumer service bringing customers a world of colour, sound and pictures. Vodafone live! enables customers to use picture messaging, download polyphonic ring tones and color games and browse branded infotainment from integrated camera phones, through an easy to use icon-driven menu.

The service offering of Vodafone live! is based on a range of global content partners. The partner services have been seamlessly integrated into the offering, guaranteeing that services are up to date and provide high quality and optimal user experience.

**Drutt Corporation**, the market leading provider of device management and content integration products for mobile data services, has implemented its technology to ensure optimal end-to-end distribution of Vodafone Malta's service portfolio to end users.

Drutt provides Vodafone Malta with:

- The best of breed mobile user interfaces and service presentation. **Drutt Rendering** offers Vodafone dynamic handling of images, icons and audio; device adaptation and service optimisation for any mobile device type.
- A complete solution for seamless integration and management of partner content and applications. **Drutt 3PI**- a real time integration solution - enables rapid and cost effective population of partner services into the Vodafone live! offerings.

"As a group supplier to Vodafone, we are excited to be a part of the global roll-out of Vodafone live!, said Jonas Wilhelmsson, VP Marketing at Drutt Corporation. "We are pleased to be involved with the launch in Malta, which reinforces Vodafone's position as the leading mobile operator in the country. By deploying Drutt 3PI and Drutt Rendering, Vodafone can offer users optimised access to top branded content, for example real time information services including sports, entertainment, news and weather - all in full colour, whenever and wherever they want."

"We are pleased to have partnered with Drutt Corporation for the launch of Vodafone live! in Malta. The launch of Vodafone live! reinforces Vodafone Malta's position as the leading mobile operator in Malta," said Ing. Joseph Muscat, Chief Technical Officer at Vodafone Malta. "The launch of Vodafone live! has been the most successful launch of a new service in the history of Vodafone. Vodafone live! is currently available to over three million customers in 16 markets."

For further information, contact:

Jonas Wilhelmsson, VP Marketing

GSM: +46-70-655 1321 E-mail: [jonas.wilhelmsson@drutt.com](mailto:jonas.wilhelmsson@drutt.com)

**Vodafone Malta** was the first subsidiary outside of Vodafone Group plc in the UK, starting operations in 1990. Vodafone Group Plc is the world's leading mobile communications company with a presence in 26 countries and Partner Networks in a further 10 countries, spanning 5 continents. Providing a full range of mobile telecommunications services, including voice and data communications, Vodafone currently serves more than 125 million proportionate customers worldwide.

Vodafone is a truly global organization, recognized worldwide for its quality of service and product innovation. Vodafone's latest global service offering, Vodafone *live!* opens up a world of mobile colour communication offering messages with photos and videos, as well as games, polyphonic ring tones, news, e-mail and location-based services. Vodafone *live!* is available in 16 countries and currently has more than three million active customers worldwide.

**Drutt Corporation** is a leading software company and solutions provider for mobile services infrastructure. Drutt offers a complete product portfolio for mobile service distribution. Drutt's customers include large mobile operators and service providers worldwide. Further information is available at <http://www.drutt.com>