



In Fusio, the inventor of mobile phone connected games strengthens its presence in Europe

Paris, March 3rd 2000.

The French start-up company announces the signing of a Partnership agreement with British Telecommunications plc for supply of the first GPRS-technology game to be launched on the European market

In Fusio, "The Mobile Fun Company", has announced the signing of a major partnership with BT, for supply to BT Cellnet, the operator's mobile division, of the first game using GPRS technology available on the European market. This agreement illustrates the leading position of In-Fusio on the market of games connected via mobile phone, the phenomenal growth of which is largely due to recent technological innovations, such as WAP.

This agreement marks a new stage in the international development of In Fusio and is set to be followed in the coming weeks by In Fusio's development on the American market and on all other rapidly-expanding mobile telephony markets.

Created in 1998, the company In Fusio has become the reference on the mobile phone games market and has already signed a number of partnership agreements with major mobile operators and telephone manufacturers, such as Sunday.com (Hong Kong), SFR (France), T-Mobile (Deutsche Telecom - Germany), Mitsubishi, Alcatel, Schlumberger, as well as seducing actors in the PC world, such as Packard Bell.

In Fusio proposes a large range of added value games and services for mobile telephones and has developed specific solutions for mobile telephony operators wanting to offer connected "virtual competitions" to their subscribers, such as the creation of customized, on-line games and their interactivity management or management of Internet sites dedicated to these games. In addition, In Fusio also offers the implementation of "competition games" to operators, by means of its controlled advertising offer.

"With the take-off of new technologies, such as WAP, mobile telephony operators have quickly seized on the interest of added value services, such as In Fusio connected games, which differentiate, federate and develop loyalty while also generating traffic and additional revenue. Our offer enables them to propose a much richer and more user-friendly tool than a simple telephone to their subscribers, and to reach a young target through original connected games", comments Gilles Raymond, In Fusio Chief Executive Officer.

Controlled advertising: win subscribers and generate traffic

In Fusio offers mobile telephony operators the implementation of advertising operations associated with on-line games, by means of sponsoring/competition games. Subject to the operator's agreement, they enable one or more sponsors to promote their brand on the start-up of higher game levels, in exchange for which they offer products/services to be won by players. In this way,

players can download the higher game levels directly from their operator's site and participate in virtual competitions that are eligible for "prize awards". The operator's benefit lies in the subsequent increase in telephone connections, therefore in income. The first "sponsors" of these virtual competitions are scheduled to be announced during the first quarter of 2000.

Partnership with BT for supply of the first GPRS-technology game to BT Cellnet, the operator's mobile telephony subsidiary.

In Fusio has developed for BT Cellnet, the mobile division of BT, the first game based on the new GPRS - General Packet Radio Services - cordless data linking technology, enabling reception of several hundred Kbit/s levels on a mobile phone. Currently under testing, this game is called "Football Plus". Using their mobile phone, it enables players to select their "winning" football team on the basis of actual players in the British championship. Points are awarded to the player's selected team on the basis of real results obtained by the clubs and individual player's performances. On each day of the championship, the player can follow his team's development. The team possessing the highest number of points becomes mathematically the most powerful of the teams selected by the community of on-line players. The In Fusio controlled advertising service then enables prizes to be awarded to those players having selected the winning "Football Plus" team of the virtual competition.

More about In Fusio

In Fusio, "The Mobile Fun Company", is a high-tech start-up company specializing in the supply of entertainment content and services to a mass market audience via mobile phones. The company undertakes the development, hosting, launch and animation of games using WAP technology, SIM cards or integrated directly on mobile phones. The aim is to use the mobile phone as a new personal content tool enabling the offer of new services to end users. Worldwide leader on this market, In Fusio has already launched games with SFR (private mobile telephony operator in France) and Sunday (mobile operator in Hong Kong). In Fusio has also signed partnership agreements with Alcatel, Schlumberger and Mitsubishi. For further information, visit the In Fusio Internet site at the following address : <http://www.in-fusio.com>

