



## **Aava Mobile Announces Plans to Launch Intel-Based Mobile Internet Devices and Smart Phones**

*Open-Plug's telephony stack strengthens Linux-based platform*

**Taipei, Taiwan and Helsinki, Finland – June 4<sup>th</sup>, 2009**, Aava Mobile, a pioneer in mobile platform development for original design and equipment manufacturers, announced plans to deliver a new Mobile Internet Device (MID) platform based on Intel's next generation MID solution, codenamed "Moorestown", and Linux-based Moblin OS. Additionally, Aava Mobile announced that it is working with Open-Plug for the telephony stack.

The combination of Aava Mobile's technology with Intel's Atom™ processor and Open-Plug's telephony stack will create a unique platform for mobile devices. The open platform will provide the flexibility to OEMs and mobile operators to incorporate their own ID, user interface, content and services based on market needs.

"Our new handheld concept has been well received by the global mobile operators, who see this as a new revenue opportunity from new and existing subscribers. The open platform lets operators and OEMs customise their devices easily and differentiate from their competitors," explained Markus Appel, CEO from Aava Mobile. "Combining the market leading expertise from Intel and Open-Plug in the design and development of this platform will result in a winning solution for the market."

"Intel's next generation MID platform, codenamed Moorestown, will enable us to enter the high-end smart phone segment and bring a rich, interactive, PC-like Internet experience to next generation devices," said Pankaj Kedia, director of global ecosystem

programs in Intel's ultra mobility group. "Aava Mobile's experience and innovative platform design will be valuable to device manufacturers and service providers as they work together to innovate and bring exciting new experiences to the market."

"With their outstanding device design expertise, Aava Mobile is responding to a strong demand from the growing MID market," said Eric Baissus, CEO of Open-Plug. "We are delighted to partner with them, and we are sure that the maturity and performance of our telephony solution will further help Aava's customers to rapidly launch new MID models in the near future."

The Aava Mobile team has a longstanding track record in launching many Ericsson Mobile Platforms (EMP) based phones for the global mobile market with ST-Ericsson. Open-Plug's ELIPS Stack for Linux devices will provide the 3G telephony features and messaging services to Aava' platforms.

The new platform concept will be first showcased at Computex in Taipei from 2<sup>nd</sup> to 6<sup>th</sup> June 2009. The platform will be commercially available by 2010.

**For more information:**

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**Product Images:**

[www.netprofile.fi/pressphotos/aavamobile](http://www.netprofile.fi/pressphotos/aavamobile)

**Aava Mobile** was founded in 2009 by a team of industry experts with a strong background in the mobile phone development. The team has a full understanding of the rapid development and the dynamics of the mobile market. Aava Mobile focuses on providing ready-to-go mobile platform solutions for mass production with necessary operator customisation.