

Bitfone Launches Premier Customer Care Pilot Service for Swisscom Mobile

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Bitfone's SmartCare Provides Remote Diagnostics and Configuration for New High-end Business Devices

LAGUNA NIGUEL, Calif., March 1, 2005 - Bitfone Corporation (www.bitfone.com), the company that pioneered firmware over-the-air (FOTA) update technology for mobile phones today announced a new initiative to deliver premier customer care services to Swisscom Mobile's high-end business users through Bitfone's over-the-air device diagnostics and configuration technology.

Bitfone's SmartCare will simplify and accelerate customer service interactions by automatically interrogating the software, hardware and configuration status of a device, and then applying a rules-based analytics engine to detect, diagnose and resolve device software or configuration problems over the air. The pilot project will initially support the launch of two new high-end devices from Swisscom Mobile, the Motorola MPX220 and the QTEK 9090, both running variants of the Microsoft Pocket PC and Smartphone operating systems.

"Our new bundled solutions for business users will offer pre-loaded applications, pre-configured device settings for email and internet access, and other advanced services. SmartCare provides a perfect complement to this offering by allowing our customer support technicians to deliver faster and easier customer service through remote diagnostics and automated problem resolution," said Lukas Fluri, project manager at Swisscom Mobile.

"Bitfone is pleased to support Swisscom Mobile as they strive to deliver the best customer care experience to their subscribers," said Gene Wang, CEO and chairman of Bitfone Corporation. "SmartCare gives Swisscom Mobile the ability to remotely diagnose and resolve problems on their high-end business devices, which will result in faster average handling time of support calls, lower operational costs, and increased subscriber satisfaction."

About Swisscom Mobile

With 3.9 million customers and a market share of 65 %, Swisscom Mobile is Switzerland's leading mobile communications provider. Swisscom Mobile is a public limited company in which Swisscom has a 75 % share. The British Vodafone Group, worldwide leader in mobile communications, owns 25 percent in the form of a strategic partnership.

About Bitfone Corporation

Bitfone Corporation provides unparalleled expertise and innovative software solutions for customer care automation and mobile device management to wireless operators and handset providers. Bitfone's SmartCare, mProve and MVP products improve usability of mobile devices by diagnosing and repairing software problems and delivering software updates and configuration settings over the air. Bitfone's solutions allow customers to analyze, fix and enhance mobile devices, safely and efficiently. Bitfone's customers also benefit from significant cost savings in the areas of customer service and warranty, improved device quality and subscriber satisfaction, and broader adoption of advanced wireless services. Bitfone is a private company headquartered in Laguna Niguel, California, with offices in Canada, China, Japan, Korea, and the U.K. For more information, please visit www.bitfone.com.