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## **LGE CHOOSES BITFONE AS GLOBAL PARTNER FOR OVER-THE-AIR SOFTWARE UPDATE TO MOBILE PHONES**

### **LGE Commercially Launches mProve in Sprint Handsets**

**Laguna Niguel, Calif., January 17, 2005** — Bitfone Corporation ([www.bitfone.com](http://www.bitfone.com)), the company that pioneered firmware over-the-air (FOTA) update technology for mobile phones, today announced that it has been selected by LG Electronics as their global FOTA provider. Bitfone's mProve will enable LGE to update the firmware and software on mobile devices over the air, using a standards-based client embedded on all LGE handsets.

LGE launched mProve-enabled handsets on the Sprint PCS network in 2004, and plans to launch models in Europe on the Orange network in the first half of 2005. Additional global rollouts will occur based on operator requirements and timelines.

"After successfully launching FOTA-enabled CDMA handsets in North America using Bitfone's mProve, it was clear that Bitfone would provide the best technology and excellent support for our global deployments," said Ki-Chul Han, vice president of Mobile Handset Research & Development center at LGE. Bitfone has taken a leading role in promoting industry standards for FOTA and device management, and their solution is regarded highly by mobile operators for its ease of use and multi-vendor interoperability.

Bitfone won the LGE global contract by providing excellent product performance, outstanding engineering support, strong operator endorsement, and demonstrated conformance to industry standards. Bitfone's download client supports existing and emerging standards from the Open Mobile Alliance (OMA).

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### **Page 2**

"It is a great honor to be selected as the global FOTA provider for LGE, one of the leading mobile phone makers in the world," said Gene Wang, chairman and CEO, Bitfone. "By providing technology that ensures high quality and ease of maintenance for mobile subscribers, Bitfone's mProve will support LGE's world-class brand."

### **About LG Electronics**

LG Electronics, Inc. (Korea Stock Exchange: 6657.KS) was established in 1958 as the pioneer in the Korean consumer electronics market. The company is a major global force in electronics and information and communications products with more than 64,000 employees working in 76 overseas subsidiaries and marketing units around the world and with annual total revenues of more than US \$16.9 billion (non-consolidated) in the year 2003. The result of the year 2004 is under collecting, LG Electronics comprises four main business companies: Digital Display, Digital Media, Digital Appliance, and Mobile Communications.

The LG Mobile Communications Company provides total solutions ranging from wired and wireless handsets to telecommunication equipment. The company is a leader in the innovation and development of cutting -edge technologies in next-generation wireless telecommunications and is steadily expanding its global market share in 3G (WCDMA / cdma2000) wireless systems.

LG Electronics' goal is to enable the intelligent networking of digital products that will make consumers' lives better than ever. For more information, please visit [www.lge.com](http://www.lge.com)

### **About Bitfone**

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

## **LGE CHOOSES BITFONE AS GLOBAL PARTNER FOR OVER-THE-AIR SOFTWARE UPDATE TO MOBILE PHONES**

### **Page 3**

by diagnosing and repairing software problems and delivering software upgrades 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](http://www.bitfone.com).

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