

## *MEDIA RELEASE*



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## **Conexus Mobile Alliance Selects Finalists in Android™ Application Development Campaign**

10 November 2009

Conexus Mobile Alliance is pleased to announce that it has selected the 13 finalists for its Android application development programme that was introduced in June this year. Over a thousand submissions from across Asia-Pacific have been received and evaluated, and the top 13 finalists have truly demonstrated the region's continual ability to create and develop innovative and user-friendly mobile applications for the savvy consumer.

The Alliance introduced the campaign region-wide in mid-2009 in order to encourage and promote the Android platform, as well as to discover the best Android developers in Asia-Pacific. All 13 finalists will be showcased at a press conference to be held at the Grand Ballroom, Harbour Plaza Hong Kong on 17 November 2009.

"We believe that an open handset platform such as Android will encourage more developers to come up with innovative, user-friendly and commercially-viable mobile applications that could boost the take-up of mobile data in Asia-Pacific. The numerous designs submitted for the programme demonstrate Asia-Pacific mobile developers' ability to engage the consumer with surprise and innovation. The 13 submissions selected by the Alliance showcases the region's best applications that will get the majority spotlight among the Alliance's mobile customer base of more than 210 million mobile users," said Dr Kaizad Heerjee, Chairman of Conexus Mobile Alliance, and Director and Chief Commercial Officer for PT Indosat, Tbk.

As the initiator of the Alliance's application development programme, Far EasTone's Executive Vice President for Corporate Strategy & Development, Mr Benjamin Ho, said, "This is a great opportunity to unearth talents who could contribute to the developer community. This is also a chance for us to lead the software industry and to enhance their value in the growth of the smart phone market. We want to be seen as helping local developers expand their reach regionally. And Conexus can be an important vehicle for this."

Seven member operators took part in the Android application development programme - Far EasTone (Taiwan), KT Corporation (Korea), Indosat Tbk (Indonesia), NTT DOCOMO (Japan), SMART



Communications (Philippines), StarHub (Singapore) and TrueMove (Thailand). The judging criteria used by all operators in selecting these 13 finalists include Innovativeness and Originality, User Experience, Commercial Potential, Relevance to Consumers and Localisation capabilities.

For information on Conexus Mobile Alliance, visit [www.conexusmobile.com](http://www.conexusmobile.com).

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**About Conexus Mobile Alliance**

Established in April 2006, Conexus Mobile Alliance is one of Asia's largest mobile alliances. The alliance is formed to develop and enhance international roaming and corporate mobile services for greater convenience and ease of use for its members' customers. The alliance is committed to promoting voice, video and data roaming via its members' GSM/GPRS, W-CDMA networks and/or HSDPA networks and aims to create a Virtual Home Environment for its member customers to experience seamless, convenient mobile-related services when they roam. The Alliance boasts a combined customer base of more than 210 million mobile subscribers.

For more information, visit [www.conexusmobile.com](http://www.conexusmobile.com)

**About Android**

Android is a trademark of Google Inc. All other company and product names may be trademarks of the companies with which they are associated.