



Mobixell Deepens Reach into Europe, Establishes New European HQ

Boston, MA -- July 11, 2005 -- Mobixell Networks, the world leader in multimedia adaptation and optimization solutions for mobile services, is continuing its rapid global expansion and deepening its European presence with the formation of Mobixell Europe - the company's new centre of European, Middle East, and African (EMEA) operations, based in London, UK.

Already a recognized name in major European and global carriers, Mobixell's media adaptation solutions are installed and operating across the continent. The newest Mobixell office will have responsibility for sales, marketing, delivery and support activities across its line of mobile multimedia adaptation solutions for the rapidly-expanding EMEA mobile multimedia market.

Mobixell employee and industry veteran Mr. David Booker will lead the new division, having been nominated President of Mobixell Europe as of June 1 2005. With a wealth of international experience in the value-added services market, David joined Mobixell after serving for seven years as the Managing Director of Comverse UK, Middle East and Northern Europe. In this role, David grew the organization from five people in 1996 to a peak of over 100 managing all aspects of sales, delivery, training and support.

"We are very pleased to have someone of David Booker's experience and caliber leading our efforts in this strategic market," said Amir Aharoni, Mobixell's Founder and CEO. "Since Mobixell products are already well-known and widely adopted in EMEA, we have a deep understanding of client needs in this region - and an equally deep commitment to fulfilling them. Establishing a dedicated European presence is our way of responding to our clients' cross-border needs, and continuing to provide the excellent level of service we are accustomed to deliver," he concluded.

"Multimedia is recognized as one of the key growth areas of mobile service - especially in the mature European mobile arena," noted David Booker, President of Mobixell Europe. "I expect Mobixell Europe to continue to play a pivotal role in the provision of next-generation mobile services for major European and Europe-based providers, while simultaneously expanding into strategic high-growth African and Middle Eastern accounts," he concluded.

About Mobixell Networks

Mobixell Networks provides top performance multimedia adaptation processing and delivery solutions to the mobile multimedia market. Mobixell's line of Rich Media Service Center (RMSC™) solutions enables the delivery of multimedia content to the many and diverse mobile end user devices. Mobixell solutions are commercially deployed worldwide. Mobixell Networks is a US based company established in 2000. For more information, please visit <http://www.mobixell.com>.