PRESS RELEASE

MoMagic develops App Store Solution on MRE platform for Application Users

New Delhi, India, March 29, 2012: MediaTek Inc, a leading fabless semiconductor company for wireless communications and digital multimedia solutions and MoMagic Technologies which focuses on mobile platform operation and mobile Internet service for India and other emerging markets have tied up for an application development platform called Maui Runtime Environment (MRE).

Developed by MediaTek MRE allows developers to realize smart phone solutions for feature phones. MRE provides application developers high-speed tools and rich API set to provide users a rich experience. Phones with MRE Platform are closing the gap with smart phones.

MoMagic has developed App Store solution on MRE platform to help application developers an efficient way to distribute and monetize their application. The App Store will be first launched with a large number of MRE Applications in all areas like Utility, SNS, Games, Entertainment and others. Solutions provided are of a wide variety for the huge feature phone customer base.

"MoMagic Technologies is always focused to work on middle and low end of the phone user. The App Store has been developed keeping in mind the feature phone users", **said Mr. Arun Gupta, CEO, MoMagic Technologies.**

"The App Store is very easy to use and navigate around. Store allows users to view newest MRE Applications, most downloaded ones, highest rated ones and also the ones downloaded for future reference", **he added.**

Using this App Store user can view the Application details like description, user rating, download, etc. A number of Applications and games can be downloaded with the ease of the download manager and one can pause/resume downloads as preferred. All these features seem to take feature phone one step closer to smart phones in terms of application experience.

It seems in a very short span of time the difference between smart and feature phones would fade away and it's all because of platforms like MRE and solutions like MoMagic's App Store.

"For the past few years we have seen multiple new entries in the mobile platform and hence development of Applications and App Store as a result. All this seems great but the development of Applications has been mostly directed towards smart phones and feature phones have been left out. **We should not forget that worldwide feature phones market share is close to 70%, and in Asia and Africa it is still close to 80%"**, **Mr. Arun Gupta further said.**

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