

# MoMagic partners with Opera Software

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**New Delhi, India, October 7, 2013:** MoMagic Technologies, India's leading VAS company and strategic partner for the world's leading mobile chipset company MediaTek, has entered into a partnership with global browser company Opera Software. As a technology partner, MoMagic will provide its technical expertise to preload the Opera Mini browser onto smartphones and tablets built by the various device manufacturers that MoMagic has as customers.

Opera Mini is a free, fast and compact web browser that uses advanced compression technology, reducing the amount of data required to load a webpage to as little as 10% of the original size.

Noida-based MoMagic focuses on mobile platform operation and Internet service related mobile applications for India and other emerging markets. The company offers solutions to enterprises using mobile as a medium for communicating with their customers and engages in the development and operation of a mobile app store, mobile middleware platform and mobile apps, among others.

**CEO and Founder of MoMagic, Arun Gupta,** believes that the growth of the mobile market in India is incredible, and it is possible to pursue things faster. "With the growing number of smartphone and mobile internet users, it is important for us to give customers a holistic experience, which we aim to achieve by leveraging Opera Mini's unique data compression technology. This technology enables faster downloading of web content on devices using Opera Mini, meeting the requirements of today's internet-savvy mobile-phone users with a superior browsing experience".

The business partnership is targeted towards expanding Opera Mini's usage in South Asian countries. Preinstalling Opera Mini onto devices sold in emerging markets is a key part of Opera's growth strategy, and the collaboration with MoMagic will significantly enlarge Opera's user base. With the help of MoMagic's technological expertise, Opera hopes to strengthen its foothold in markets that currently have low Internet penetration.

**Sunil Kamath, Vice President for South Asia, Opera Software, said,** "Users in developing markets have opened up to accessing the web from their mobile devices at an extremely fast pace. For a large number of users, their mobile devices have turned out to be their first access to the web. Opera Mini works across devices and brings the best possible web experience to handheld devices. We are glad to partner with MoMagic and expand the distribution of Opera Mini to more device OEMs in the region."

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