

## **Mobixell Networks announces new investment round - Intel Capital leads funding to fuel growth in mobile multimedia**

September 7th, 2006

Mobixell has received a total of US \$8 million investment funding led by Intel Capital with the participation of its existing key shareholders including Apax, TempoPark Fund, and CTI Capital.

Wellesley, MA — Mobixell Networks, a leader in Multimedia Value Added Solutions for mobile operators, service and content providers, today announced that it has received a total of US \$8 million investment funding led by Intel Capital with the participation of its existing key shareholders including Apax, TempoPark Fund, and CTI Capital. This new investment round provides Mobixell with additional resources to expand and further develop and deploy its portfolio of Multimedia Value Added Solutions.

Mobixell develops and markets network-based multimedia technologies and business solutions for mobile network operators, service providers and content aggregators. With over 70 commercial deployments around the world, Mobixell's customers include Vodafone, Swisscom Mobile and Telefonica Moviles.

In 2002, Mobixell was among the first to recognize the need for multimedia adaptation and optimization for mobile messaging, to ensure that multimedia services are always delivered successfully, regardless of the capabilities or limitations of a subscriber's handset or network. Mobixell increases mobile multimedia service adoption and revenues by ensuring an uninterrupted user experience.

The new investment will facilitate, among other activities, the company's newly launched V-Mark solution, enabling mobile operators to create and manage sharing communities. It will allow the company to utilize its technologies, expertise, and customer base to provide enhanced solutions that meet the evolving demand for more mobile-based services such as social networking, peer-to-peer content sharing, and User Generated Content (UGC) sharing communities.

"Intel Capital's investment in Mobixell reflects our commitment to making multimedia content available and optimized for mobile device users world-wide," said Sriram Viswanathan, Vice President and Managing Director, Intel Capital. "The Mobixell multimedia adaptation solution, powered by Intel-architecture based servers, will help meet the rapidly growing demand for rich media content."

"In a developing mobile world, Mobixell's solutions provide operators with access to exciting new revenue streams from multimedia, advertising and content sharing. We see ourselves as partners to Mobile Operators, evolving our products to accommodate the new trends of the mobile data market," said Amir Aharoni, founder and CEO of Mobixell Networks. "We are delighted to have Intel Capital join our existing group of investors. This supports our business objectives to broaden our portfolio of solutions and deliver enhanced value to our customers and shareholders."

### **About Mobixell Networks**

Mobixell Networks provides advanced multimedia technologies and business solutions for mobile operators, service and content providers. Mobixell's reliable, carrier-grade network-based solutions offer advanced multimedia value-added solutions. Mobixell's solutions optimize multimedia quality and user experience in order to expand mobile multimedia messaging services including: content distribution, Peer-2-Peer content sharing, User Generated Content communities, mobile advertising, and more. With Mobixell, operators can increase mobile data traffic, reduce support overhead, and realize faster ROI on their next-generation infrastructure.

Mobixell's solutions have been deployed at over 70 mobile operators including top-tier carriers in five continents and handle rich media content for millions of subscribers every day. Providers

rely on Mobixell to ensure delivery of only the highest-quality multimedia – raising user satisfaction, lowering churn, and safeguarding crucial content revenue streams.

Founded late 2000, Mobixell is headquartered in Boston with offices and operations in North America, UK, Germany, Italy, Netherlands, China, Japan, and an R&D center in Israel. For more information, visit the company's web site at <http://www.mobixell.com>.

### **About Intel Capital**

Intel Capital, Intel's venture capital organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software and services targeting enterprise, home, mobility, health, consumer Internet and semiconductor manufacturing. Since 1991, Intel Capital has invested more than US\$4 billion in more than 1,000 companies spanning more than 30 countries. During this time, about 160 portfolio companies have been acquired and another 150 have gone public on exchanges around the world. In 2005, Intel Capital invested about US\$265 million in about 140 deals with approximately 60 percent of funds invested outside the United States. For more information on Intel Capital and its differentiated advantages, visit <http://www.intelcapital.com>.

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