

Broadway Signs Comprehensive Agreement to Launch GyPSii into India

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BARCELONA, Spain & Amsterdam, Netherlands--([BUSINESS WIRE](#))--GyPSii, the world's leading geo-location and social networking service provider for mobile phones and Internet devices, has signed an agreement with Broadway Pvt. Ltd. (www.broadway.in), to offer the full suite of GyPSii services to the world's second largest and fastest growing mobile market with 233 million mobile subscribers and growing at a monthly rate of over 8 million.

Broadway's hosted server environment and unique relationships immediately provides GyPSii access to the mobile market and key carriers. Additionally, Broadway provides direct access to the content and advertising reach of India Online Netcom, (IOL Netcom) – formerly IOL Broadband, (www.iolnetcom.com) the first company in Asia to launch IPTV / Triple Play MPEG 4. IOL Netcom is the only company in India today to enjoy a distinct advantage in terms of access to fiber in major metros and a Content Delivery Network (CDN) agreement with BSNL and MTNL.

GyPSii uniquely incorporates a wide range of location-specific functions and services into a single easy-to-use interface that works on GPS and non-GPS-enabled mobile devices. Users can access and use the latest location-enabled services and information from GyPSii to create and share content, connect with friends & communities, search user content, people and local points of interest, and get maps and directions – all from their mobile phone.

Broadway Director, Mr. Prakash Kundalia, stated: "We are pleased to be representing what we consider to be the leading environment for geo-social networking in the world's fastest growing mobile market."

"India is a social market that we believe will rapidly adopt GyPSii. The extensive content and advertising reach of IOL Netcom synergizes with and will provide an enhanced integrated added value to the Gypsii environment" says Gopal Pai, Senior Vice President, Sales, IOL Netcom.

"GyPSii is very excited to have this opportunity to work with Broadway in India," Dan Harple, CEO of GyPSii says. "As the global innovator in mobile location social networking, GyPSii will connect people, places and communities in new and exciting ways, and bringing a compelling and unique mobile experience to millions of mobile subscribers throughout India."

Broadway and GyPSii anticipate the consumer launch during the first quarter of 2008.

About GyPSii

GyPSii connects people, places and communities across networks and devices. A geo-location social networking platform and services for mobile, web & set-top box devices, headquartered in Amsterdam, The Netherlands. (www.gypsii.com).

About Broadway

Broadway is a Mumbai based, Indian owned enterprise dedicated to providing the leading Location Based Services to the mobile market in India through its Hosted Service Environment located in the India Online Netcom network operating centre (NOC). Broadway will host the entire GyPSii platform for its PanIndia operations.