



**FOR IMMEDIATE RELEASE**

## **Noser Commercialization for Android Launches DROIDcloud a White Label Solution for Android Mobile Applications and Cloud-based Services Customizable and Market Ready within Weeks**

*Noser's DROIDcloud Provides Operators with a Seamlessly Branded, High Performance Android Solution Requiring Minimal IT Resources While Delivering Maximum Control for Marketers*

**Mobile World Congress, Barcelona, Spain, February 15, 2010** - Noser Commercialization for Android ([www.nosertomarket.com](http://www.nosertomarket.com)) a division of the Swiss based Noser Engineering Inc. ([www.noser.com](http://www.noser.com)) founding member of the [Open Handset Alliance \(OHA\)](#) and contributor to the Android core libraries has responded to operators across Europe and around the world who are looking to provide new branded products and services with each Android mobile device rollout.

The Android value chain creates a new opportunity for Operators and Communication Service Providers to capitalize on mobile consumer purchasing decisions by providing their own branded applications and access to cloud-based services to enhance the mobile experience and drive high margin revenue streams.

[DROIDcloud](#)™ comes ready-to-brand as a white label solution bringing not only the advantages of the Android platform, but with it customizable mobile products and cloud-based services which are critical to establishing additional revenue and increasing customer retention. [DROIDcloud](#) features the option to launch an App Market within the solution putting Operator and CSP marketers in control of the application offering.

“Android provides Operators with an opportunity to create new revenue streams through technological innovation and enhanced mobile experience while minimizing engineering costs and time to market.” commented Daniel Bruengger, General Manager, Noser Commercialization for Android. “We’ve accelerated the development process significantly by making it possible for operators to provide a couple of images, define what type of back-end services they require and then go to market.”

[DROIDcloud](#) features the ability for mobile users to easily synchronize their existing address book and calendar without the cumbersome task of starting over which is often a barrier to sales. Additionally modules for VOIP, call logs, SMS, MMS, Secure Communication, local search, e-mail, media (video, DVBT,music, photo and other content upload), chat, and Twitter™ are featured.

**DROIDcloud technical features include:**

- Back-end integration using a comprehensive and royalty-free SyncML stack
- Intelligent photo upload service that links the device to a Web photo album
- Data traffic optimized taking into account battery level, and user preference
- No worries service implementation featuring intelligent queuing and retries
- Cockpit widget giving quick status overview and service access from home screen
- Your own market solution that puts you in control of the application offering

**Noser Commercialization for Android will be demonstrating DROIDcloud at the [Mobile World Congress](#), Barcelona,Spain February 15 – 18, 2010 at the [NEXUS booth in Hall 1 stand 1J36](#).**

**About Noser Commercialization for Android**

[Noser Commercialization for Android](#) is a division of the Swiss based [Noser Engineering Inc.](#), a member of the [Noser Group of companies](#), a founding member of the [Open Handset Alliance](#), contributors to the Android Core Libraries. Noser Engineering Inc. engineers software for both embedded and mobile solutions with multi-disciplinary expertise across Linux®, Windows®, Java® and Android. The Noser Group of companies reported sales of 98 million Swiss Francs in 2008  
[www.nosertomarket.com](http://www.nosertomarket.com)

Media Contact:

**Tammara Anderton**

**A&B Global for Noser Commercialization for Android™**

+41-76-329-0359

[tammara@andertonboyd.com](mailto:tammara@andertonboyd.com)

Android, Android Market are trademarks of Google Inc. Use of this trademark is subject to [Google Permissions](#).