



Press Release

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HAIKU developed the application store of Bouygues Telecom

Haiku, provider of convergent solutions for carriers and tier 1 internet players, announces the reinforcement of his collaboration with Bouygues Telecom, which concretizes in the launch of the carrier's application store. The store presents on both mobile internet and web a vast selection of applications. The major convergent project has been realized by Haiku, leveraging on its dynamic convergent platform IOMagic.

In line with Bouygues Telecom's expectations and ambitions

The application store is available on both internet and mobile for Bouygues Telecom's customers. This new market place provides access to an interactive and dynamic portfolio which includes:

- Includes thousands of applications and games supplied by over 100 content partners, updated on a daily bases
- Compatibility management on over 2400 handsets
- A user-friendly and intuitive interface on both web and mobile internet

The store also offers a wide range of interaction modes, and customers can rate, recommend and include on their social network accounts (Facebook, Twitter).

Product design, storyboarding and development were performed by Haiku, who delivers platform and software to the carrier since 2008, in collaboration with NEC France.

Haiku: innovative technologies and unique methodology to serve the customer

HAIKU and NEC France worked hand in hand with the teams of Bouygues Telecom along the conception, specification and development phases to deliver and set-up in production a comprehensive platform, operated but the carriers' exploitation teams. The project was delivered within a 5 month deadline, in order to answer the need to launch before the Christmas season.

For Laurent Déméné, President of HAIKU, *"launching the application store in collaboration with NEC France for Bouygues Telecom is a new and important milestone in our growth and progression. Being part of this project reinforces our position as a convergence specialist for Tier 1 players of the industry. The application store is a strategic project for our client, who entrusted us, after two years of fruitful collaboration. Our teams and managers are proud to contribute."*

Visit: www.espace-appli.bouyguetelecom.fr

About Haiku

HAIKU is a French company composed of 31 persons created in 2002. HAIKU provides solution and software to carriers and internet companies. Haiku develops and runs mobile portal management solutions which were among others retained by Bouygues Telecom, NRJ mobile, Virgin mobile. Besides, Haiku also develops and runs more than 400 websites with 35 mobile carriers in France and Europe and counts among its clients: Finaref, M6 web, Dailymotion, Accorhotels.com, Sega, Lagardère active, Edition 1633...

For further information about Haiku and the – Multimedia Convergence at work - concept, visit our website www.haiku-corp.com

Press Contact :

Wellcom agency
Douha Cherif & Ghyslaine Clodion
Tel : +33 1 46 34 60 60
dch@wellcom.fr - gc@wellcom.fr