



Ontela Announces Launch of Carrier Photo Service

— *PicDeck™ technology makes it easy for carriers to free pictures from camera phones* —

CTIA WIRELESS IT & ENTERTAINMENT- SAN FRANCISCO. Oct 23, 2007—In a national online survey, more than 90% of camera phone users want to access pictures they have taken off their phones, but more than three quarters who try, fail. Today, Ontela has unveiled a solution to this problem that wireless carriers can immediately deploy on their existing infrastructure. PicDeck™ technology powers a service designed for extreme ease of use from start to finish: once deployed, customers can set up the service themselves in under a minute, or carriers can fully provision the customer at point-of-sale. Every picture that a customer takes following installation is automatically transported to the locations they care about — their email, their PC, and/or their favorite Web sites.

The PicDeck technology provides carriers with a full white label solution, allowing them to customize as much or as little of the service offering as their business needs dictate. The network operators can opt to brand the product themselves or use the Ontela "Photocopter" brand. They can add or remove picture destinations at their own discretion — in the same way they manage their WAP deck. Available destinations include the carrier's own photo site, the consumer's PC, their email, and a host of third party imaging web sites. They also have the flexibility to price and promote the service as they see fit.

"Carriers have been subsidizing camera phones for years, and for what? These aren't phones with cameras stuck to their backs," says Dan Shapiro, CEO of Ontela. "They are always-online digital cameras — that means more than just picture messaging. By bringing the power of the data network to bear, carriers can build a service that everyone, from school kids to grandparents, can use to instantly and automatically save their photos wherever they want. It's great for wireless operators and it's tremendous for their customers."

A PicDeck-powered product is one of the few applications that make data plans attractive across all consumer demographics. It's easy enough to use that virtually anyone with a camera phone can take advantage of it. It simplifies the process of getting pictures off the camera phone dramatically, reducing support calls around this often-painful problem. Ontela also makes it easy for mobile operators to work with a host of 3rd party imaging services, from photo albums to social networks to printing services. With the PicDeck™ solution, carriers can link camera phones to a host of different imaging destinations with just one product. Ontela also handles all integration work and business development with the destinations, if desired.

PicDeck technology sits side-by-side with existing MMS products. While MMS is great for on-the-move sharing of photos with mobile friends, the Ontela solution solves a different problem — how to easily save memories to the places consumers want them. PicDeck technology also takes advantage of existing SMS, BREW, Windows Mobile, and WAP technology deployments.

Ontela's PicDeck technology is already being put to use by Cellular South, the nation's largest privately held wireless provider, who is using it to launch their pic sender service this November.

About Ontela

Ontela provides technology infrastructure to wireless carriers that allows consumers to unlock the photos in their camera phones. Founded by veterans from Microsoft, Real Networks and Expedia in 2005, Ontela is an innovator in mobile imaging headquartered in Seattle, WA. The company's patented PicDeck™ technology moves images automatically from camera phones to PCs, online albums and imaging services with just a shutter click.

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