



ZaOza tells us

*Patrick Escandé,
directeur général adjoint de Vivendi Mobile Intertainment*

> Marseille fixes mobiles!

Patrick Escandé: Like many high tech companies specialized in mobile activity, since January 2007, ZaOza has set up its technological platform in Provence following a strategic agreement with the LDM Company (installed at Alexandre Station). This opportunity has enabled us to base our work on the Company's know how to build our technological cluster. Furthermore, our installation in Marseille benefits from a skills nursery that can well be used in our activity sector. When the platform started, it employed four persons. The cluster now employs 20 persons and we have acquired extra area in the building and we will shortly welcome new employees.

> Liberty for life!

Our multimedia platform consists of proposing an innovative unlimited content to mobile or PC users. The concept of this offer is to satisfy genuine need on the contents for mobile phones market that current operators are incapable of offering. ZaOza makes it possible to download music, games, videos, etc. unlimitedly and in a complete secure manner, in return for a subscription of three euros per month, and they can be kept for life with the possibility of sharing them legally with friends. It is the first time that a supplier offers such flexibility and freedom in the use of contents. We are now completing the launch of our website in France. London and Berlin are the next step in the development of our offer in Europe with project teams installed in the two cities.

> Early developments of this market...

The market that we are approaching is at the beginning of its development. By analogy, we are in the same situation as the web before it became democratic. Mobile offers are hardly starting to offer unlimited fixed fees to download content and browse on the web. Therefore, it is essential that our R&D unit continues to search for new functions consistent with technological change of mobile phones. Therefore, we are continuously upgrading our offer. For example, we are the only company to make our wap site suitable for the various brands and types of mobile telephones. The increasing popularity of mobile phones with touch screens also has to be taken into account to optimize browsing on ZAOZA.

For further information:

- The ZaOza site: www.zaoza.fr
- LDM : <http://www.ldmobile.net/>