

Mobile Distillery tells us



Between marathon and sprint!

Mobile Distillery was created at the Belle-de-Mai Media Cluster four years ago and it has now started to conquer large international groups. The company is specialised in design, development, and tools for porting mobile applications onto all telephones, and has developed a technology that is distinguished on the market by its speed and ability to manage a large number of criteria and functions on a wide variety of mobile telephones. Such know how has already attracted large operators such as Orange and Bouygues, American and Asian international customers, etc. Its CEO, Vincent Berge, presents a summary for us.



Vincent Berge, PDG

> A simple initial idea like “Hello?”...

Vincent Berge: Our system is simple: Mobile Distillery has deployed a software platform that any person can use to test and install his mobile applications from a single source code. We simply need to set up the technology to develop them on as many existing mobile telephones as we can (we have counted at least 1000 different phones, and there are 20 to 30 new phones per month!). Our added value is our skill to quickly set up the application that our customers give to us, on almost all mobile phones in use.

>... .. But a marathon race since its creation ...

We have raised funds several times in order to finance our development since we were created. Business Angels helped us during the first two years while the company was in start-up mode. Benefits from new funds raised were equal to 2 million Euros by the end of 2007, which should help us to get through the year 2009.

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For further information

<http://www.mobile-distillery.com/home.htm>
The Mobile Distillery site



> ... Fortunately with unbroken growth ...

Because company growth ran parallel to financing growth. Although the current economic context may make our activity more difficult, the growth rate for the first quarter of 2009 reached +20 %.

This good figure is confirmed by very positive and strongly encouraging points: many large companies including operators such as Orange, Bouygues, and large international groups such as American banks, health laboratories, etc., have chosen our technology.

We now make more than 40% of our sales internationally (mostly from our customers in Asia and the United States), therefore we have opened two offices in other countries, with one in San Francisco and one in Singapore. The company employs a total of 28 persons.

> ... facing major challenges!

We have now started a race against the clock. If we need to reinforce the technology, we also need to continue our development with large international groups and get a firm foothold as a major player in mobile phones... knowing that there are many competitors in this market. The potential is immense, but very great vigilance is nevertheless necessary.

Many mobile phone applications! !

“The mobile phones market continues to grow exponentially, says Vincent Berge. After the Internet wave, many extremely diverse applications are now being set up for GSM. One example in the health field is to connect a patient suffering from diabetes to his doctor, so that the patient can transmit his insulin content to his doctor through his mobile. This application is almost anecdotal, and is one among many others. However, it is significant and it illustrates how mobile phones are used in daily life as a practical, fast and useful intermediary for health, purchasing, reservation or information questions The list is long and explains the deployment of GSM in all sectors ...”