



Wessex House, Upper Market Street, Eastleigh, Hampshire England SO50 9FD  
www.metismo.com

## Press Release – For Immediate Release

### **Metismo Sync with Metaflow**

London, March 28<sup>th</sup> 2008

Metaflow, the leading deployment solution for publishers and operators today announced a deal with mobile technology provider Metismo, creators of Bedrock.

The integration of Metaflow with Bedrock will allow content to be developed from concept through to carrier submission without manual manipulation of assets required.

"The benefit of this approach is that the chance of human error due to incorrect naming or copying of files is almost completely eliminated" said Charles Mcleod, CEO Metaflow.

"We already believe Bedrock to be a huge benefit to any content provider wanting an efficient, scalable approach to development" commented John Chasey, CEO Metismo. "Partnering with Metaflow is the natural next step to provide an entirely integrated environment."

Bedrock will synchronize with Metaflow's device database to ensure the latest handset information is in use by all members of the value chain. Common naming standards in use between Metismo and Metaflow will also reduce errors.

For Developers working with multiple Publishing partners the integration will allow them to instantly switch between different naming and grouping requirements.

For Publishers they will be able to take delivery of builds direct from the Developer or Porting House along with a pre-built Metaflow 'discovery' xml file, eliminating this step from their normal process, which will enable quick and error free ingestion into their system.

Bedrock's rapid production environment and device database enable you to prototype, develop and target your application to hundreds of handsets quickly and easily. Its cross compiler converts your J2ME source to native C++, simultaneously deploying your product to BREW, Symbian, Apple iPhone, Windows Mobile and more.

#### **About Metismo**



Wessex House, Upper Market Street, Eastleigh, Hampshire England SO50 9FD  
[www.metismo.com](http://www.metismo.com)

Metismo is a mobile technology company and a creator of mobile applications.

We make robust tools and systems for mobile application development and deployment, and we are also working on innovative consumer products that will let you take your mobile to new places.

For more information visit: [www.metismo.com](http://www.metismo.com)

Contact:  
John Chasey, CEO  
Tel: 07967 656952  
[john.chasey@metismo.com](mailto:john.chasey@metismo.com)