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Press Release – For Immediate Release

Metismo unveils Windows Phone support for Bedrock

Metismo has unveiled Windows Phone support for Bedrock, the cross-platform mobile middleware package that enables developers to create apps for the worlds leading smart phones.

Launched this week, the latest incarnation of Windows for mobile marks a significant step in Microsoft's campaign to become a major player in the smart phone marketplace. Bedrock enables content creators to develop apps which will work on all of the world's leading handsets, significantly reducing the development costs and engineering resources required to deploy applications across multiple devices.

"The decision to provide support for Windows Mobile was an easy one. Although the operating system's latest version is extremely new to the market, Microsoft has learned a great deal from the rapid evolution of the global mobile market and the rise of the apps stores. Microsoft's ambitions in the mobile market mean that the new generation of windows for mobile will receive the company's full support, and we expect to see a raft of new applications being released over the coming months," said John Chasey, CEO of Metismo.

First released in 2008, Bedrock operates on a site licence basis depending upon number of developers and platforms required but does not charge fees per application or number of units sold. Already an established success in the mobile middleware market 2010 has been a busy year for the system, with support for five completely new platforms being added within the last six months.

"From a technical perspective, Windows Phone has been a particular challenge given the unique requirements of C#. While we have supported native C++ based smartphones for many years, we had to develop our cross-compiler significantly in order to be able to create native C# code," added Chasey.

"Our engineers have met the challenge beautifully. Bedrock customers can create titles targeted across all major operating systems and development languages with a single code base - from Java on Android to Objective C on the iPhone, and from C++ on BREW to C# on the new Windows Phone."

About Metismo

Metismo is a privately owned mobile middleware company creating robust tools and systems for mobile application development and deployment.

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 Java source code to human readable C++ or C#, simultaneously deploying your product to mobiles; Apple iPhone, Android, BREW, Symbian, Blackberry, Palm, Windows Mobile & Windows Phone, Handhelds; Apple iPad, Sony PSP and Nintendo DS and the web with HTML5 and Flash.

For more information visit: www.metismo.com

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