



## Press Release

### **CELL start distributing Flash® greeting mail application for Nokia devices -Available in the Ovi Store for Nokia user across the globe-**

TOKYO, Japan – Dec 3, 2010 –CELL Co., Ltd. (Tomoyuki Hara, CEO, Principal Office at Chiyoda-ku, Tokyo, Japan, Collectively as CELL) has cooperated with Catalyst Mobile kk. (Toyoshi Takahashi, CEO, Principal Office at Chiyoda-ku, Tokyo, Japan, Collectively as Catalyst Mobile) to launch the greeting mail application “Flash® Greeting Mail for Nokia” (collectively as FGMN) for Nokia devices via Nokia’s “Ovi Store”. FGMN along with 3 greeting mail templates already built-in is distributed for free of charge and other greeting mail templates are distributed for 1 euro for 1 greeting mail template and 2 euros for pack of 3 greeting mail templates.

“FGMN uses the advantage of Flash® technology to provide the easy to use greeting mail application for users to enjoy as if they enjoy sending and receiving greeting cards across the globe. We wish to vitalize the market with the companies and creators worldwide that are considering providing greeting mail templates,” said Tomoyuki Hara, CEO of CELL.

Ovi Store is available in more than 190 countries, and FGMN will be the greeting mail application for a range of Nokia devices. Greeting card market across the globe is large especially in Europe and United States, and we have decided to distribute the application to answer the needs for mobile users. CELL used the experience and know-how from distributing variety of contents via Ovi Store and decided on the contents and specification for greeting card application and templates, and gained the cooperation of Catalyst Mobile for development.

Also, FGMN will be featured in a collaborative promotion with Nokia in Southeast Asia Pacific until end of December to offer it as free content for the consumers in this region. Total of 15 seasonal event templates including Christmas and New Year will be distributed for free of charge exclusively for Australia, New Zealand, Singapore, Malaysia, Thailand, Philippines, Indonesia, Brunei, Vietnam, Cambodia, Laos, Bangladesh, Sri Lanka, Nepal, Bhutan, in this promotion.

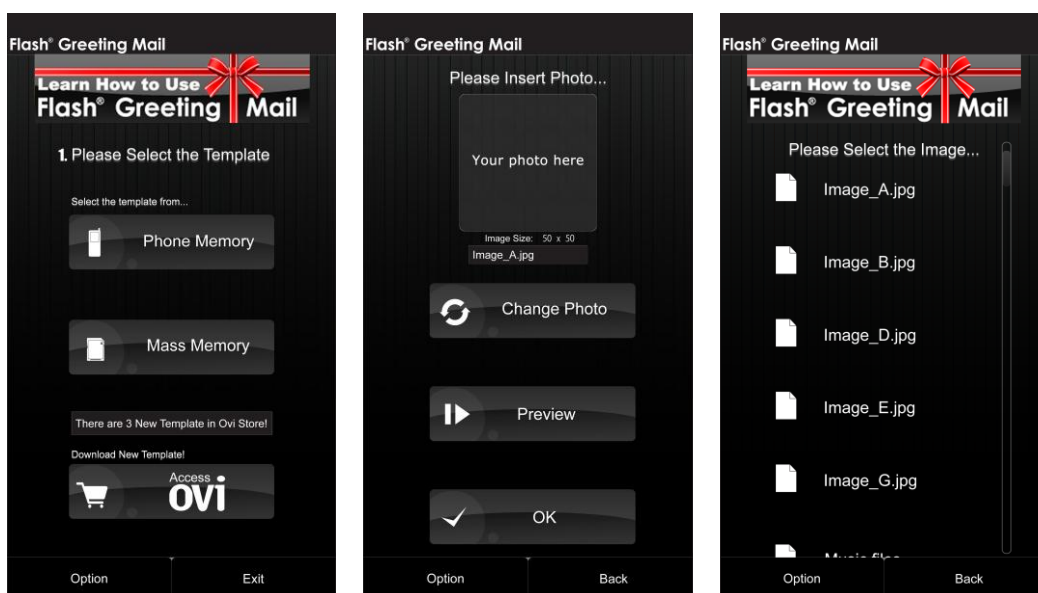
## About Flash® Greeting Mail

Flash® Greeting Mail is an application that lets users create digital greeting card on the device to enjoy sending and receiving special messages for events like birthdays, graduations, Christmas, and New Year. Users have variety of greeting mails templates to choose from, and they can add their own message and/or photos in the selected greeting mail templates and send the generated Flash® file to the receiver. Receiver can enjoy the picturesque Flash® messages with on their device.



## FGMN feature

FGMN generates the Flash® mail on the devices rather than using the server to generate mail data, which lets users use purchased template over and over and easily change the message and photos. By using the Flash® technology, users can send rich animating greeting mail to the receiver.



## Newest Nokia devices are supported

FGMN supports the Nokia newest touch devices (S60 5.0 and new Symbian). It also supports the QWERTY keyboard devices E72, which a great number of Nokia users are using, so that business oriented users can enjoy sending and receiving greeting mail.



N8



E72

## Contact Information

For companies and creators considering distributing or creating the FGMN template, please contact the following.

E-mail: [bizdev@cell-net.jp](mailto:bizdev@cell-net.jp)

Ovi Store linked URL: <http://store.ovi.com/content/59698>

## About CELL

Company Name: CELL Co., Ltd.

Incorporated: 2001

Headquarters: Kouji-machi YT Bldg, 2-2-4 Kouji-machi, Chiyoda-ku, Tokyo, Japan

President: Tomoyuki Hara

CELL is a multimedia content provider with innovative ideas that sees things from the viewpoint of real users to plan and produce a variety of mobile, PC, video software, and media development services.

<http://www.cell-net.jp/en/>

## Catalyst Mobile kk.

Company Name: Catalyst Mobile kk.

Incorporated: 2006

Headquarters: Sumitomo-fudosan Kanda Bldg, 1-23-1 Kanda-sudacho, Chiyoda-ku, Tokyo, Japan

President: Toyoshi Takahashi,

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