

## **MOBILE BIS ANNOUNCES STRATEGIC RELATIONSHIP WITH NEOS-MOBC3**

May 4, 2010 (Los Angeles, CA ) – Mobile BIS, one of the nation’s leading providers of mobile phone software applications and solutions, has announced a new strategic relationship with Neos, an Italian technology innovator that has developed a new cross-platform application framework under the nomenclature mobc3.

Presently unavailable in the United States, mobc3’s new applications allow cross-platform application development, significantly enhancing the utility of mobile phone applications.

According to Michael Macho, President of Mobile BIS, mobc3’s technology dramatically broadened and simplified his company’s development of mobile applications in Europe. The cross-platform technology uses a standard XML language to design and deliver mobile applications to virtually any mobile device, greatly reducing the cost of development and enhancing the utility of mobile applications.

Mobile BIS also initiated the application with their V-MAC product, a banking and remote purchasing application presently in use in Europe. V-MAC allows users of virtually any Smartphone to make purchases on the spot, exclusively by cell phone - blurring the lines between e-commerce and brick and mortar transactions.

“We are now envisioning accelerating the mobc3’s utility into the U.S. Marketplace, and foresee the technology as a singular solution to the functionality of competing platforms,” Macho said.

Traditionally, companies have had to deal with as many as eight different platforms to successfully penetrate the full marketplace. Now, mobc3 allows one single application design to efficiently be ported and deployed on any Smartphone, Apple iPhone, iPod, iPad, Nokia Symbian and MeeGo, RIM BlackBerry, Microsoft Windows Mobile, Android, Samsung and others.

“It’s an international solution that will create a sea-change in the utility of mobile applications,” Macho added.

Max Morocutti of Neos said that “We are very pleased to welcome Mobile BIS as a platinum partner of the mobc3 platform in the United States: We have tremendous expectations about the worldwide viability of mobc3 technology.”

Mobile BIS, a division of BIS Computer Solutions, provides software applications and solutions for mobile devices – smart phones and handheld computers – to automate a company’s

operations, accelerate responsiveness of its field and transportation personnel and maximize customer satisfaction. Mobile BIS is an Oracle Certified Partner and a member of the Oracle Development Alliance. Its mobile solutions are developed and implemented using the Oracle 10g database and Oracle 10g lite mobile application server. A global technology firm, it maintains offices in Los Angeles, New York, Italy and India.

Neos is a technology company that implements mobile and ubiquitous technologies to help companies address their problems and challenges, and realize their possibilities, aspirations and dreams. With development labs and offices in Italy (Milano, Bergamo and Brescia) and a partner network in a growing number of countries worldwide, Neos applies design thinking and ideas to create more simple, valuable and trusted experiences with mobile technology, continuously improving the way customers do business. No other company offers as complete a mobile technology platform as mobc3, developed through an active involvement in product development and services implementations for first class customers in media and telco, retail, travel and hospitality, financial services, government, now used by millions of users worldwide.

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Editors Note: For more information or to arrange interviews with Michael Macho, contact Scott Regberg, Regberg & Associates, Inc. at (310) 475-5735.