



Impact Highlights

- Mobitween faced a growing number of development and go-to-market constraints as its applications must be compatible with a myriad of hardware specifications, and mobile operators.
- Mobitween did not want to invest the time and resources that it would take to own and maintain all the Verizon handsets that it must test.
- DeviceAnywhere reduces the high costs incurred by manual testing and decreases development and go-to-market time. Thanks to agreements with leading mobile industry players.

Mobitween optimizes the development process and time-to-market of their products.

“DeviceAnywhere has exceeded our expectations”

The Challenge:

Mobitween currently offers over 100 casual games that are distributed globally by operators, content providers and manufacturers. Yet, the \$2 billion mobile gaming market, although large, is more competitive than ever. Faced with the explosion of the smartphone industry, consumer demand for rich and quality content is increasing. As a result, Mobitween faces a growing number of development and go-to-market constraints as its applications must be compatible with a myriad of hardware specifications, and mobile operators.

Mobitween’s main challenge is the optimization of content for the U.S. market, particularly on Verizon handsets. To meet Verizon’s demands, Mobitween must test its games on the full range of handsets available on the network to ensure their compatibility and provide tailored content in many cases.

Mobitween did not want to invest the time and resources that it would take to own and maintain all the Verizon handsets that it must test.

The Solution: DeviceAnywhere

Mobitween decided to outsource the process and evaluated a range of software solutions before selecting the DeviceAnywhere service.

Mobitween selected DeviceAnywhere as a result of its unique online service that provides live access to over 2000 mobile terminals on over 25 mobile networks around the world, including, of course, Verizon. Using DeviceAnywhere, Mobitween can meet all their needs in terms of development, porting, testing and monitoring via an easy-to-user desktop interface.

Unlike emulation or simulation solutions, DeviceAnywhere employs physical handsets, not virtual mock-ups. As a result, any and all activity a user can perform with the handset in their hands can be performed remotely on the DeviceAnywhere handset in real time.

Profitable and efficient, DeviceAnywhere reduces the high costs incurred by manual testing and decreases development and go-to-market time.

Thanks to agreements with leading major mobile industry players, including major handset manufacturers and mobile operators.

DeviceAnywhere's solution also enables access to the latest handsets as well as pre-commercial handsets, assuring that their applications will work smoothly and assuring end-user satisfaction from day one.

The Result: An optimized development cycle and reduced time-to-market

"DeviceAnywhere has exceeded our expectations," said Philippe Chassany, CEO of Mobitween. "For about \$250 U.S. per month, we can access a complete range of Verizon-compatible handsets via DeviceAnywhere. Our developers quickly and easily adopted the solution and are happy with Mobitween, happy that we provide them with a simple and effective solution to help them in their daily tasks. As a result, we have optimized the development process and time-to-market of our products, particularly for the U.S. market. "

About DeviceAnywhere™

DeviceAnywhere provides content developers and aggregators, service providers, handset manufacturers, testing labs, and other mobile companies with an end-to-end portfolio of best-in-class solutions that transform mobile products into the ultimate user experience. Our complete portfolio includes the following solutions for testing, monitoring, retailing and supporting mobile products:

DeviceAnywhere™

DeviceAnywhere Pro™

DeviceAnywhere Monitoring™

DeviceAnywhere Consumer™

About Mobitween

Mobitween, www.mobitween.com, is a leading developer and publisher of Flash® based content for mobile and online worlds. The company works with mobile operators, handset manufacturers, leading publishers, media companies and third party developers. By leveraging its Flash based mobile game development expertise acquired over the past three years, the company has introduced ugenGames, its web 2.0 User Generated Content and Social Networking Service. Mobitween's goal is to be the first Game 2.0 Company bridging the gap between online & mobile game developers and players, allowing them to create, customize, embed and share games.

Mobigamz is a Flash® Lite™ based mobile gaming portal that replicates the web browsing model enabling players to download, play, rate and post hi-scores through a rich-media and customizable mobile client.

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