

SurfKitchen Integrates Social Networks into Mobile Internet Platform

Facebook and Twitter Integration Supports Application Promotion, Rating and Feedback

Reading, UK – 13 July, 2010 - SurfKitchen today announced it has integrated Facebook and Twitter into the SurfKit Mobile Internet Platform. By seamlessly integrating two of the world's most popular social networks into its mobile Internet platform, SurfKitchen is able to further support the promotion and rating of mobile applications and Internet services on mass market devices.

The SurfKit Mobile Internet Platform is used by major mobile operators including Orange Group, Telstra and T-Mobile USA to optimize the user experience for mobile Internet applications and services across an unrivalled range of devices. By delivering Facebook and Twitter integration through a new Social Network Connector, SurfKitchen helps operators and developers promote their application stores by encouraging consumers to discuss and rate the applications they are using on their social networks.

“Consumers are increasingly accessing social networks on their mobile devices,” said Michel Quazza, chief executive officer, SurfKitchen. “This trend is only going to continue with the rise of location-based networks and as they become an integral part of the mobile experience, it is important that they are seamlessly integrated into other mobile applications and Internet services. This integration not only benefits operators and developers by supporting promotion and feedback, but also ensures a compelling consumer experience.”

According to [Forrester Research](#), 11 percent of US online adults now interact with social network sites from their mobile phones. In the UK, recent data from the [GSM Association](#) (GSMA) went some way to demonstrate the extent of this interaction when it found that UK people spent around 2.2 billion minutes accessing Facebook in December 2009. With the number of new Twitter users alone increasing by [300,000 a day](#), the integration of social networks with mobile application stores and Internet services is now becoming a critical component to mobile operator data strategies.

The integration of Facebook and Twitter with the SurfKit Mobile Internet Platform builds on its seamless integration with operator systems by extending its reach to social media platforms. This enables new mobile services to be developed by creating a mash-up between operator services and Internet services that can be deployed to the handset.

About SurfKitchen

SurfKitchen is uniquely focused on providing mobile operators and their partners with the ability to deliver the optimum mobile user experience for mobile Internet applications and services. Optimizing the mobile user experience allows mobile operators to build brand loyalty, reduce customer churn and drive the uptake of mobile Internet applications and services, resulting in increased mobile data ARPU.

SurfKitchen provides a Mobile Internet Platform that delivers a personalized, compelling and intuitive on device experience for subscribers to discover, acquire and use the broadest catalogue of mobile internet applications and services on the widest range of smart phones and feature phones including Symbian Series 60, Microsoft Mobile 5&6, Java J2ME MIDP2, BREW 3.1.5, RIM BlackBerry and Android platforms.

SurfKitchen's solutions have been deployed by major operators throughout the world including Orange Group, Telstra, Telefonica Moviles Espana, T-Mobile USA, Maxis, Cincinnati Bell Wireless and ALJAWAL (Saudi Telecom). For more information, visit: <http://www.surfkitchen.com>.