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# VOCEL Joins Forces With QUALCOMM to Make 'One Touch' Purchasing on Mobile Phones a Reality

*Groundbreaking Pilot Program Launched For Midwest Wireless Customers in Wisconsin and Minnesota New Technology Powered By VOCEL's Inter Accelerator and QUALCOMM's BREW(R) Application Value Billing Capabilities*

(June 02, 2006)

SAN DIEGO, June 2 /PRNewswire/ -- [Mobile phone](#) users will now be able to purchase all kinds of ringtones, wallpaper and [games](#) with just one click thanks to a groundbreaking new technology from QUALCOMM's BREW solutions. The announcement was made at QUALCOMM'S BREW 2006 Conference. A revolutionary Interactive Commerce Accelerator (INCA) patent-pending technology is powering a Midwest Wireless that goes live today and takes advantage of an extension of the BREW solution Value Billing (AVB). This capability allows Midwest Wireless subscribers in Iowa, Wisconsin and Minnesota the preview and purchase of wireless applications from the shopping catalog on the [mobile phone](#) content with a single click.

Beyond support of advanced content discovery for items such as wallpapers and ringtones, VOCEL simplifies the discovery of other useful services, including consumer surveys and finding accessories on a [mobile phone](#). This is accomplished through proactively promoting compelling content to the consumer and eliminating the need to navigate multiple menus and layers. The BREW AVB capability simplifies the process for consumers by providing them with additional purchase opportunities within the context of mobile applications on their phone. When used together, AVB and INCA facilitate a comprehensive, yet intuitive wireless subscriber's data experience.

Because INCA resides on a consumer's [mobile phone](#), users are invited to opt into the program, and receive alerts about new ringtones, wallpapers and downloads that are of interest to them. All users who do not wish to receive them. These new capabilities provide consumers with a number of easy, one-click purchasing via the BREW AVB and mobile entertainment options catered to their preferences via INCA's automated and personalized content recommendation system.

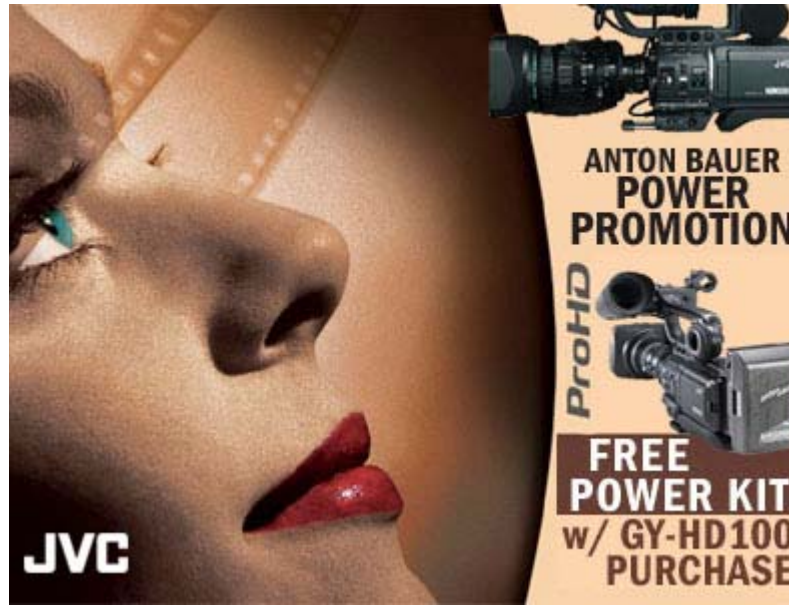
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Carl Washburn, CEO for **VOCEL**, said "**VOCEL** is excited to be working with QUALCOMM and M exciting venture to provide cutting edge technology that offers subscribers easy [access](#) to compel applications. All the feedback we have had so far from all members of the wireless value chain tel concept whose time has come. To effectively reach their consumers, operators must quickly movi marketing with a greatly simplified content discovery experience.

"If you're not a patient, persistent techno-whiz, the many clicks required for searching, previewing downloading digital content on your [mobile phone](#) can be frustrating. INCA automatically sends ta wallpapers, and [games](#) to consumers for preview or purchase. For example, a user can choose to the hottest new hip-hop ringtones everyday, every week, or every month. Surveyed consumers h: this idea, so long as they have control over the frequency and nature of messages."

Scott Bergs, Midwest Wireless' COO, added "We believe this technology has the potential to exp: application downloads to people who currently don't know what they would buy and/or don't have us control over which applications we promote to which subscribers and allows those subscribers purchases without time consuming multiple clicks and screens. As the types of products and serv mobile devices continues to expand, we have to make it easier for subscribers to understand the and services and to buy them. One click purchasing enables us to do just that for our increasingly community."

"QUALCOMM is committed to providing technology solutions that enable the entire wireless value device manufacturers, publishers and developers -- and the BREW AVB extension adds a powerl commerce," said Mitch Oliver, vice president of product management for QUALCOMM Internet S: technology is a visionary example of how wireless operators, publishers and developers can use consumers a vastly improved shopping experience on their mobile devices."

The BREW solution drives the discovery and delivery of data services. BREW customers can ber offerings which include: uiOne(TM) for rich, integrated and dynamic user experiences with fast [ac](#) services on wireless devices; deliveryOne(TM) for differentiated and tightly integrated, operator m delivery of advanced wireless data content and services; and marketOne(TM) for a quick-to-mark content delivery service that includes media titles, flexible management and monetization, conten business intelligence services. QUALCOMM offers this comprehensive set of BREW offerings to i of companies delivering mobile products and services around the world.

About **VOCEL**

**VOCEL** is the owner of patent-pending push technology for [mobile phones](#) and other wireless devices, bringing new capabilities into user's lives. **VOCEL's** push technology sends enhanced, full-color interactive [phones](#) for both consumer and enterprise applications. **VOCEL** applications are offered via Cingular and other major carriers. **VOCEL** technology integrates voice, data, and messaging to improve the quality of user experience.

For additional information, please visit **VOCEL** at <http://www.VOCEL.com>.

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