

For Immediate Release

IYOUIT, a mobile alpha service to share personal experiences with others while on the go

Munich, GERMANY, June 26, 2008 --- DOCOMO Communications Laboratories Europe GmbH (DOCOMO Euro-Labs) announced today the release of the prototype mobile service IYOUIT. With IYOUIT, sharing your life on the Web 2.0 while on the go becomes a breeze.

I (*myself*), YOU (*my buddies*) and IT (*tangible and intangible experiences I would like to share*) are the basic ingredients for the mobile application IYOUIT that allows for an instant automated sharing of personal experiences within communities online. It offers rich contextual tagging for use in everyday life. By hooking your mobile phone up to the popular Web 2.0 services Flickr™ and Twitter™, sharing can be instant, by posting single data items to such services, or through the aggregation of context information in online blogs. The cutting edge of IYOUIT is in how information about and around the mobile user is automatically collected, analyzed and enriched for an enhanced user experienced and extra value to Web2.0 services.

The IYOUIT mobile application is available as a stable alpha release. DOCOMO Euro-Labs invites everyone with a Nokia Series-60 phone to join and experiment, free of charge.

IYOUIT is based on its own framework of software components to host various services and data sources. Framework components, for instance, track the positions of users via GPS and cellular information and identify places of interest over time by learning from their past behavior.

Sharing your life with IYOUIT is easy! In the same way that you can communicate experiences to others, IYOUIT provides you with an easy access to the whereabouts of your buddies, informs you about local weather conditions and uploads photos you take and sounds you record. And if you come across an interesting book (or other products), simply take a picture of the ISBN code or the product ID with your phone, and IYOUIT will fill in the blanks for instant exchange with your friends. IYOUIT also records scanned Bluetooth or WLAN beacons and aggregates all data mentioned before into a wealth of context information that you may share with others worldwide on the Web and on the mobile phone.

IYOUIT has been developed by DOCOMO Euro-Labs in Munich together with the Dutch

Telematica Instituut in a joint research project on platform support for Context Awareness in mobile services and applications. The application is available for Nokia Series-60 phones. For more information and free downloads please visit <http://www.iyouit.eu>.

For further information, please contact:

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About DOCOMO Euro-Labs

DOCOMO Euro-Labs was established in November 2000 in Munich, Germany, in order to conduct research on emerging mobile communications technologies that can respond to the requirements of a highly advanced multimedia age. DOCOMO Euro-Labs is committed to collaborate with operators, vendors, universities and research institutes in Europe, and to contribute to the R&D activities on IMT-2000 Advanced to ensure fast pace development.

<http://www.docomoeurolabs.de>

About Telematica Instituut

Telematica Instituut is a technology institute based in Enschede, The Netherlands. It is a unique partnership of organizations from business, science, and governmental agencies. It initiates, develops, and introduces innovative ICT solutions through multi-partner projects, which are carried out in industries such as healthcare, commercial and public services, manufacturing and telecommunications. Telematica Instituut's objective is to rapidly bundle the scientific knowledge of research institutes and the know-how of businesses and translate it into market-oriented ICT technologies, applications, and solutions.

<http://www.telin.nl>

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Attachment

Figure 1: Overview of the IYOUIT mobile client.



Figure 2: IYOUIT Photo Sharing via Flickr™ (automatic photo title, caption and contextual tags).

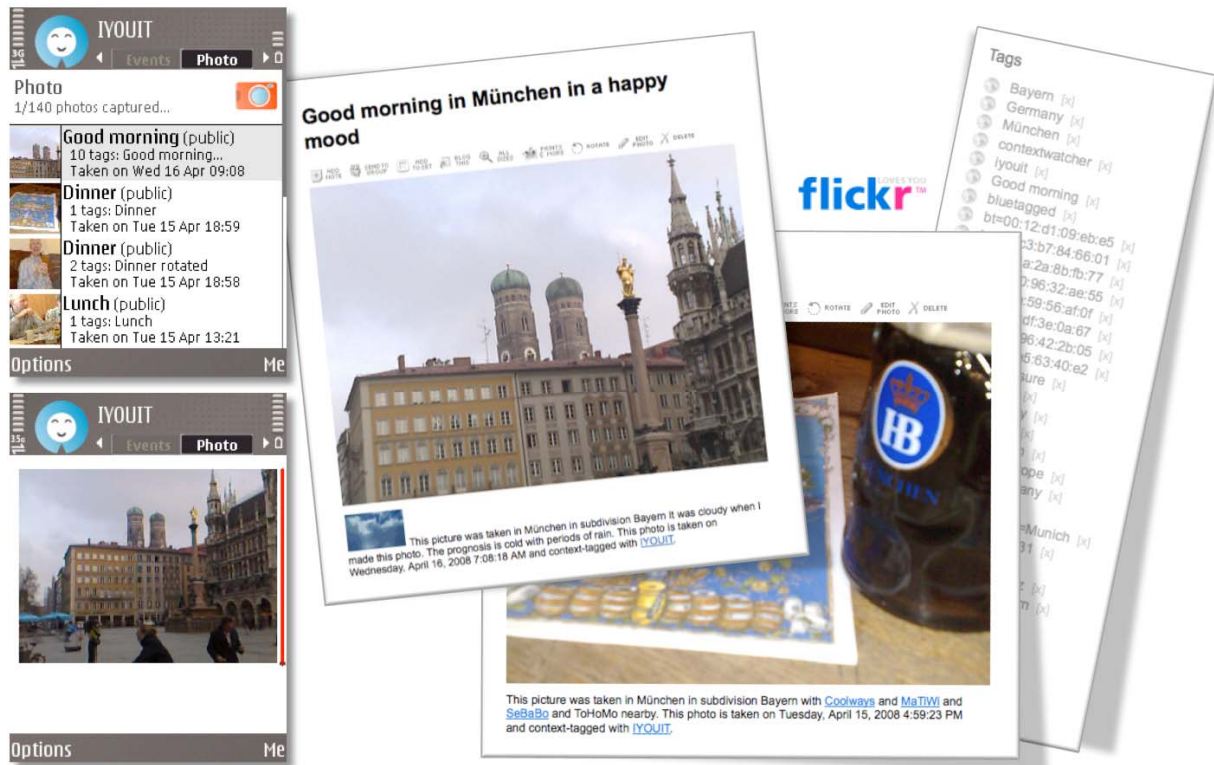


Figure 3: Instant context-based messaging via Twitter™ as well as IYOUIT Web and mobile.

