



TJAT Provides Messaging Solutions to World's Lowest Cost Smart Phone for Third World Countries at Mobile World Congress

New Ultra Low Cost Smart Phone for less than \$25 Promises to Bridge the Digital Divide

Barcelona, 12th February, 2008, Stand: 7D35 Hall: 7 - Tjat, experts in seamless mobile messaging solutions, are to showcase their new messaging services on the new 'Ultra Low Cost Smart Phone' at this year's MWC in Barcelona.

The phone retails under \$25 and is set to provide affordable services such as 'MIM, and picture downloads' to third world countries. One of the key benefits includes the unique ability to set up a service in the users' native language. TJAT are part of the mobile ULC2 Alliance with Jurong Technologies, leading Handset manufacturers, Infineon Technologies AG, integrator of all essential mobile messaging and Brightstar the leading global distributors of handsets.

Market research firm Gartner estimates, that mobile instant messaging will gain huge momentum. In the year 2008, 2.8 trillion messages will be sent via that channel. This is a growth of 19.6 per cent compared to 2007. Revenues are expected to grow by 15.7 per cent to 60.2 billion US dollars in 2008. Tjat's browser-based service bridges the gap between the mobile and PC based Internet world by offering access to online Instant Messaging accounts like Yahoo, ICQ and MSN – with communities in excess of 300 million users.

According to Gideon Drori CEO of TJAT, "The New Smart Entry phone will be affordable by all segments of society giving all the ability to communicate. We are sure that this is a truly life changing development for people living in third world countries, allowing them access to communication services that many take for granted."

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About Tjat

Tjat, experts in seamless Mobile Messaging solutions, enable Operators to deploy Mobile Messaging services. Founded in 2005 and led by an experienced management team – Tjat has over 1.6 million users with recorded daily traffic exceeding 30 GB.

As specialists in device agnostic services, across multiple platforms and protocols, Tjat has already signed partnerships with Vodafone and AOL, targeting over 1.2.million active users.

The TJAT Messaging Service is a browser-based mobile clientless solution that can be used to mobilise communications through existing Instant messaging communities (ICQ, MSN etc.). Tjat's portfolio includes; tCHAT – simple but powerful IM solution; tMAIL – mobile email; tSPACE – remote media & file library; tPIX – personal remote storage for sharing media and tBRIDGE - a SIP / IMS based IM service. For further information about Tjat, please visit www.tjat.com .