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By:

SmartVideo Launches New Mobile Games for Smartphones

Smartphone Games purchases Intellectual Property Rights from Pixiem

Expanding its content offerings beyond mobile television and short films, SmartVideo Technologies announced that five new games developed specifically for smartphones are now available for download and play through SmartVideo's links at the Microsoft WindowsMedia.com/mobile site, SmartVideo's Web site, and all partner sites. SmartVideo has purchased the intellectual property rights for these games from Pixiem, as well as the gaming engine necessary to build and distribute additional games under the SmartVideo brand. The first new games developed by SmartVideo will be available on June 15, 2005. The 50 million smartphone users and millions more PDA owners around the world now have access to mobile games including Smart Golf Plus, Metalion, Fun2Link, Bubble Mania and Crash Bomb. These games are available for download and play at both www.smartvideo.com and www.Handango.com, for \$5 per game or all five for \$19.99. Despite the continuing explosive growth of video games, there have so far been few available for Web-enabled mobile devices. SmartVideo and Pixiem believe this alliance is the beginning of a booming market as gamers access their favorite contests anywhere and anytime they find themselves with spare time. Smartphone and PDA users who subscribe to SmartVideo's service - beginning at a monthly rate of \$12.95 - have access to industry-leading mobile content from ABC News, ABC NewsNow, NBC Universal (CNBC, MSNBC and NBC Mobile), The Weather Channel, FOX Sports Network, IFILM, Fashion TV, DIC and dozens more.