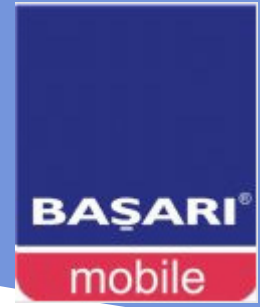


BASARI MOBILE IT PRODUCTS AND SERVICES CO.



WHO WE ARE:

Basari Mobile is the first company who had moved the first step towards Mobile Entertainment Sector in Turkey by 1998. We started to give service under merger departments of Information Technologies and Mobile Internet Services in the structure of Basari Holding. Since August 2003, BASARI MOBILE IT PRODUCTS AND SERVICES CO. keeps up its scope of activities in Value Added Services of Mobile Environments and Information Technologies.

COLLABORATION INTERESTS:

Company is providing mobile entertainment services to its customers with a complete ability of personalizing their cellular phones. Basari Mobile aims to be a well-known

and respected developer of mobile entertainment services in world mobile market. In this regard, company is continuously enhancing its customer portfolio by setting up inter-sectoral or sectoral cooperations in international or national level

AREAS FOR R&D COLLABORATION:

- ◇ Data Mining in analyzing user patterns
- ◇ Real-time mobile device specification recognition
- ◇ Mobile Web portal development
- ◇ M-Marketing applications
- ◇ Video Streaming over GSM Network

REFERENCE PROJECTS:

FP7-ICT-2007-1 PerMIMS Project
Personalized and Real-time Device Recognizing Mobile Content Platform Project
Samsung Fun Club Turkey Mobile Content Portal Project
KKTCELL WAP Portal

Selection of EU projects:

FP7-ICT-2007-1 PerMIMS Project: The main objective of the project is the development of a knowledge

management framework for the description, organization, personalization and distribution of video content that will facilitate advanced ways of storing, searching, retrieving and consuming enormous amount of personal multimedia data.

Selection of other projects:

Personalized and real-time device recognizing mobile content platform: Framework enables mobile portals recommend only the compatible and personalized contents to the users. Furthermore, analyze/report all the traffic on the site and also will be capable of track all transfer problems of contents by assessing operator and device originated responses.

Samsung Fun Club Turkey mobile content portal :

Mobile content platform which is offering over 15.000 different kinds of mobile contents either on WAP or WEB including administrator reporting and content management tools.

KKTCELL WAP Portal:

Gsm Network operator wap portal which enables subscribers to reach various kinds of mobile contents and infotainment services.

OTHER INFORMATION

Name of the company: Basari Mobile IT Products and Services Co.

Legal structure: Industry

Country: Turkey

Number of researchers: 6

Number of employees in total: 20

Working languages: Turkish, English

Contact person: Mert Tulumen

Position: Project manager

Email: mert.tulumen@basari.com.tr

Tel: +90 312 265 01 40

WHAT MAKES US A GOOD PARTNER

Basari Mobile, with its dynamic working team and adaptable technological infrastructure, is One of the distinguished mobile content and application provider, reseller and carrier company in Turkey. The company is especially, experienced at developing operator side application programming interfaces, user pattern recognition and mobile device adaptive for the value added services).



For further information please look at <http://www.basarimobile.com.tr>