

## WHO WE ARE:

Mobilera A.S. is a company founded in 2001 by the synergy of diverse high-tech companies, especially with the aim to be specialized in mobile applications and communication technologies. The aim is to introduce and promote mobile information system solutions on various markets in all business sectors. Another goal is to increase the penetration of diverse VAS (Value Added Services) applications and to open new market opportunities by offering the development of various consumer applications and platforms for all segments.

## MAIN ACHIEVEMENTS:

In 2006 Mobilera has been selected as the fastest growing technology company in Turkey by Deloitte as well as 15th fastest

growing technology company in EMEA region. Mobilera currently has operations in Turkey, Kazakhstan, Almaty & Georgia.

Mobilera is a Golden partner of Turkcell, the leading GSM operator of Turkey, with a base nearly 30 million subscribers in Turkish market as well as operations in Ukraine, Georgia, Azerbaijan, Kazakhstan and Moldova

Some of our clients are HP, Fritolay, GoodYear, P&G, Unilever, Burger King, Nestle, Roche, Carrefour, Avon, Adidas, Nike, Fiat, Dr. Oetker, Snickers, Corona, JTI, Siemens Mobile, ColaTurka, Pinar and Teknosa a.s.o. We are currently stated as the exclusive mobile solutions and services supplier of most of our multinational and local clients, as well as mobile technology consultant of some of them.

Some of our technology partners are: Microsoft, HP, Handspring, Casio, Ericsson, Oracle, Siemens, Toshiba.

Thanks to our deep localisation know-how in embedded technologies, we have been working with almost every PDA manufacturer to make the localisation of new PDA models they will launch in Turkey. This gives us the opportunity to be placed at the edge of the developments

in the industry as well as to position ourselves very close to the market leaders' new coming products.

## AREAS FOR R&D COLLABORATION:

- ◇ Pervasive & Trusted Network & Service Infrastructures
- ◇ Digital Libraries and Content
- ◇ ICT for cooperative systems

## REFERENCE PROJECTS:

### Selection of EU projects:

ITEA Project: AMEC  
(Ambient Technologies – www.amecproject.com – Consortium leader: Philips Design )

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FP6 project: Wearit@work  
(Wearable IT equipment at work – www.wearitatwork.com – Consortium leader: University of Bremen).

### Selection of other projects:

National Funding by TUBITAK TEYDEB :Sales Force Automation (SFA)

National Funding by TUBITAK TEYDEB : Mobile Merchandising Automation (MMA)

## OTHER INFORMATION

Name of the company: Mobilera

Legal structure: Industry

Country: Turkey

Number of researchers: 10

Number of employees in total: 50

Working languages: Turkish, English

Contact person: Zeynep Sarilar

Position: Project manager

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WHAT MAKES  
US A GOOD  
PARTNER

We are the leading mobile solution provider in Turkey, with many international projects experiences, offering innovative community management, mobile marketing, and content services (VAS) to local and international companies

Mobilera has achieved an industry reputation for creativity, innovation and reliability by designing and executing highly successful mobile campaigns and utilizing the latest technology solutions.

