



## Press Release

May 8<sup>th</sup>, 2008

**References:** Technology, Mobiles, Mobile Software, Mobile Operating Systems, Cellular Phones, Free Downloads, Mobile Business, Medium, HiTecnica

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### HiTecnica is Launching a new version of

#### **M E D I U M ( version 1.4 b )**

##### Multiplatform Runtime for Mobile Phones

HiTecnica, a specialized company in the development and commercialization of platforms, applications and systems for cellular telephony, launched yesterday, in the "Palladium Hotel" of Montevideo, a new version of its Multiplatform Runtime for Mobile Phones "MEDIUM".

MEDIUM allows that a single Application, without any change in its programming code, can be executed in smart mobile phones (Smartphones) using whichever operating systems, such as Windows Mobile, Symbian, Palm and Pocket PC.

This update of Medium contains significant improvements in relation to the previous version, especially regarding the use of cameras in MEDIUM applications, security, the Bluetooth integration operating system, the application development process, the use of the applications in PC's before installing them in mobiles, among others.

"SMARTPHONES" users may download for free from the site HiTecnica.com, through the browsers on their mobile devices, the new version of "MEDIUM". Once installed on the mobile phones, "Medium" allows the free downloading, from the desktop screen, of applications and games, such as:

- **Microwave Test** (an application to determine the leak-tightness of microwave ovens)
- **"Pharos"** historical and cultural (which allows the use of mobile devices as audio-visual guides).
- **Meeting Point** (a new version of this popular application of "Social Networking" which allows the contact by proximity among people).
- **FunPhotoBlog** (this application permits the automatic uploading of photos to a server from a Smartphone, as well as the attachment of texts for its publication on the site FunPhotoBlog.com at no cost)
- **Puzzle** with different difficulty levels and several pictures to compose
- **Sudoku** with different levels of difficulty and several grids.

**Technology and Beauty.** The dazzling participation in the event of models from the Venezuelan agency KingModels was perfectly combined with the technological environment and some Photos of these beauties have been used to create glamorous Puzzles already available for downloading.

**Carlos Galucci**, Director of Internal Development indicated that: "... applications and systems developed by HITECNIA, which are mainly oriented to the sector" B2B, cover today various sectors such as safety, tourism, marketing, banking, location and entertainment. However he stressed that, "there are many other areas where unmet needs persist, that could be filled by innovative and practical applications ... " And who better than themselves, specialists in each sector to discover them?"

Galucci also indicated that: "... during the next few weeks the technical team of HiTecnía will analyze carefully the remarks and observations of users and developers about "Medium", which can be sent through the website HiTecnía.com, in order to perform improvements and adjustments.

**Roberto Eimer**, Director of New Technologies emphasized that: "... Due to the manageability of programming in "MEDIUM", technicians and professionals in different disciplines, people who are not specialized in software development, will be able to enter easily into the lucrative market of developing mobile solutions and create new applications that incorporate their knowledge in individual disciplines". He also announced that "... as part of its business strategy, HiTecnía will release, in the short term, a set of "Medium Development Tools" to be distributed for free among development companies, independent developers, universities and training centers around the world based on individual agreements.

During his intervention the **CEO of HiTecnía, Jose Pedro Buda**, stated that "MEDIUM" is a highly effective response to the challenges that arise from the fragmentation of the software market for mobile phones, as a result of the different operating systems used by handset manufacturers, and variety of models of devices on the market.

He emphasized that "... the same Program Code of a "Medium Application", can be run without any modification on a wide range of mobile devices, reaching today, with a single code, a market of around 900 million terminals all over the world. "Medium" allows reducing by 90% development times, the time-to-market of applications and systems, as well as costs. The best proof of our great confidence in its capabilities, he said, is that in all the solutions offered to businesses, governments and users, as well as in the "Customers Tailored Development", HiTecnía is using "Medium" as the main technological tool.

At the end of the event he announced that: "...within shortly the current "Operational Context of Medium" will be enlarged to Mac and Linux OS.

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