



FEEDHENRY™  
A New Way to Grow

**FeedHenry Unveils the First IMS Widget Services Platform  
Enabling IMS Capabilities to be Delivered as Widgets across the  
Web, Mobile and Desktop**

*FeedHenry also Launches the First IMS Widget Engine for Mobile Handsets*

**CTIA - Las Vegas - March 30, 2009** – FeedHenry, the IMS widget content and service platform provider, is unveiling the first end-to-end IP Multimedia Subsystem (IMS) widget platform for complex services and the first IMS widget engine for mobile handsets at CTIA, in Las Vegas April 1-3. FeedHenry will showcase the new technology at Oracle's booth, Central Hall, C3 #6010. FeedHenry's IMS widget platform gives telecom operators a framework to deliver Web 2.0 IMS services such as voice, presence and location as widgets to subscribers for distribution across the Web, mobile and desktop. In addition, FeedHenry will unveil the first IMS widget engine for mobile handsets enabling seamless and intuitive access of widgets from mobile phones.

With FeedHenry, telecom operators can leverage the capabilities of the new IMS network to create compelling new Web 2.0 services for their customers. FeedHenry delivers complex IMS capabilities such as voice, presence and location services on a Web 2.0 start page that telecom providers can use, out-of-the-box, to provide content and services to end-users in a format that is easily downloaded and customized for distribution across mobile, desktop, TV or locations such as Facebook or iGoogle. Added to this, FeedHenry delivers an IMS widget engine for mobile handsets. Similar to the iPhone application store, Feed Henry's IMS widget engine allows users to access

widgets from a carrier start-page and distribute them to their mobile phone. The widget will continue to work even when users are not connected to the Internet.

CTIA Wireless 2009® has named FeedHenry as one of the final entries in the Emerging Technology Award in the Mobile Applications & Widgets category for Mobile Marketing and Mobile Advertising. (see release [www.feedhenry.com/press/press\\_release.php](http://www.feedhenry.com/press/press_release.php))

“The challenge in the market today is that that carriers’ Web Services layers do not provide a framework to deliver IMS services where subscribers can access, virally share and distribute these services to other platforms and to mobile phones,” said Barry Downes, CEO, FeedHenry. “FeedHenry’s solution is unique in the market place because it gives carriers a platform where developers can build new Web 2.0 applications that plug directly into their services development platform. Added to this, it also gives carriers analytics on how services are impacting business.

“The telecommunications Web services market has not matured very quickly,” said Richard Roger, CTO, FeedHenry and Member, W3C Web Applications Working Group. “FeedHenry helps bridge the gap between the telecom network and the Internet and in doing so provides a mechanism for carriers and third parties to truly leverage the value of the IMS network. Third parties can build widgets, test them and migrate them across different environments while the carrier can control the full lifecycle of service development out on to a portal. It’s a win-win for everyone.”

Several companies are already using FeedHenry’s platform:

- Oracle uses FeedHenry's widget platform for demonstrating and delivering its service delivery platform (SDP).  
[http://www.oracle.com/corporate/press/2008\\_apr/isv-sdp.html](http://www.oracle.com/corporate/press/2008_apr/isv-sdp.html)
- Telecommunications company, Eircom has recently launched [myeircom.net](http://myeircom.net) (<http://widgets.eircom.net/>) a content and service platform for end users.

## **Resources**

[www.feedhenry.com](http://www.feedhenry.com)

<http://widgets.eircom.net/>

## **About FeedHenry**

FeedHenry provides an IMS widget content and services platform for Telcom operators and media companies looking to widgetize their content and services for the Web 2.0 world. FeedHenry delivers widgets of information through a personalized Web start-page, enabling users to personalize their experience, and distribute widgets across social networks from a PC, mobile phone or on to Facebook or iGoogle pages.

FeedHenry is an active member in the W3C consortium for widgets. FeedHenry is an international company with offices in Silicon Valley and Ireland. Large software enterprises, telco's and media companies around the world use FeedHenry's widget platform to distribute information and grow customer revenues. FeedHenry is one of Telecommunications Software and Systems Group start-up companies. For more information visit: [www.feedhenry.com](http://www.feedhenry.com).

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