

**Company**            [DAT Group PLC](#)  
**TIDM**                DA.  
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DAT Group plc

#### DAT LINKS UP WITH SMARTTRUST

DAT, Synchronica and SmartTrust to provide the market's most complete OTA  
(Over-The-Air) Mobile Device Management Solution

London, 3 August 2005. - DAT Group plc (DAT), a leading developer of mobile device management software, its subsidiary, Synchronica Software - a European mobile synchronization and device management specialist and SmartTrust have concluded an OEM agreement that will allow SmartTrust to offer mobile operators the most complete device management software suite on the market with full support for the OMA (Open Mobile Alliance) industry standard.

The agreement calls for DAT Group and Synchronica, acquired by DAT in April 2005, to provide new device management and synchronization functionality to SmartTrust's growing portfolio of mobile device management solutions. SmartTrust is already the global leader in the mobile device management and over-the-air (OTA) provisioning market with more than 180 mobile networks using its solutions for the management of mobile subscribers, their handsets, SIMs and access to services.

The DAT and Synchronica solution will allow SmartTrust to provide OMA-compatible device management and OMA-compatible firmware over-the-air (FOTA) updates to SmartTrust's worldwide customer base.

Synchronica will make its OMA Device Management (DM) Server available to SmartTrust, enabling it to offer customers the most complete mobile device management solution on the market. The Synchronica DM server will become an integral part of new products produced by SmartTrust under the agreement.

Supporting the common industry standard OMA DM, which is being introduced by all leading manufacturers, and all the 380 OTA and DM-enabled devices currently on the market, DAT believes the OMA DM suite represents a highly competitive product.

As part of the agreement, DAT will receive an ongoing share of licence revenues generated by SmartTrust from its customers. SmartTrust will also invest USD 200,000 annually in the further development of the Synchronica technology.

"With our truly complete and integrated offering, DAT, Synchronica and SmartTrust have a key competitive advantage, as mobile operators begin deciding how to manage the growing complexity of mobile phones and expanding the array of mobile data services", comments CTO of DAT and managing director at Synchronica, Carsten Brinkschulte. DAT's Interim-CEO Allan Jonnes adds: "This is an exciting development for DAT. It is our first announcement involving the Synchronica technology we acquired in April. The agreement with SmartTrust significantly extends our reach and addressable market".

The companies involved are poised to become market leaders in the increasingly competitive market for OTA provisioning and device management technology. The Synchronica Device Management Server activates, configures and updates devices and has proven itself in live operation at carrier-grade installations at leading device manufacturers. One unique advantage is the solution's server-side scripting language "Sydemas", which allows mobile operators to build automated, interactive hotline systems for remote diagnostics and repair- including over-the-air firmware updates. This dramatically reduces costs for mobile operators and device manufacturers.

SmartTrust's technology is used by over a quarter of the world's GSM users, with more than 180 SmartTrust systems being commercially deployed with leading mobile operators worldwide. Paul Cuss, CEO of SmartTrust comments: "No other company offers such a comprehensive range of business critical mobile device management applications as SmartTrust. From initial device configuration through to the continued support and servicing of handsets, SmartTrust allows operators to realize the true value of their network, service and device investments. This announcement is an important development for the company and the addition of Synchronica's advanced and field-proven technology adds new breadth to our portfolio."

This agreement is another key step for DAT in expanding its global reach; linking up with SmartTrust is of considerable importance given their extensive market position, serving some of the world's largest mobile operators from over 13 offices worldwide. DAT (through Synchronica) has provided SmartTrust with the platform it requires to enhance and expand the functionality of its offering to its customers.

For further information please visit [www.synchronica.com](http://www.synchronica.com) or contact:

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About DAT Group plc

DAT Group plc focuses on management solutions for mobile operators, device manufacturers, retailers and corporations. The company offers a varied product portfolio ranging from data synchronization (DS) to device management (DM), firmware updates over-the-air (FOTA) and mobile device management (Enterprise Assistant). DAT has unique

expertise in smart devices across all platforms based on its market-leading over-the-air (OTA) delivery platform. Based in the UK, the company also has offices in Germany and the U.S. DAT is a public company listed on the London Stock Exchange. More information about DAT is available at [www.datgroup.com](http://www.datgroup.com)

#### About Synchronica

Synchronica focuses on SyncML synchronization and device management solutions for mobile operators, device manufacturers, and corporations. The company offers a complete SyncML product portfolio ranging from data synchronization (DS) to device management (DM) and firmware update over-the-air (FOTA). Synchronica has a strong track record in the SyncML space, including the launch of the world's first SyncML DM FOTA server with a leading European device manufacturer.

The Synchronica SyncML Gateway provides over-the-air synchronization of SyncML-enabled mobile phones with corporate Microsoft Exchange servers. More information about Synchronica is available at [www.synchronica.com](http://www.synchronica.com).

#### About SmartTrust

With customers that include Vodafone, O2 UK, Telenor, Sonofon, Cosmote, MTN, T-Mobile, Cingular Wireless, Brasil Telecom GSM, Claro, Bharti Airtel, ERA PTC, SMART Communications, Megafon and Indosat, nearly 200 mobile networks around the world rely on SmartTrust to better manage subscribers, their handsets and access to mobile services. The company's SmartCore™ environment delivers a portfolio of device-aware, subscriber-centric solutions that meet the needs of today's mobile operators. SmartManage™; delivering a holistic approach to mobile device management; SmartaLaCarte™; offering an immediate and configurable platform for the launch of value-added services independent of technology type; SmartRoam™; to increase ARPU through dynamic roaming management. SmartTrust solutions benefit from the industry's most established OTA platform, while integration with an operator's existing business systems allows the management of subscribers to be based on detailed knowledge of the subscription, SIM and handset history.

The company is headquartered in Sweden with a regional presence in Finland, UK Germany, Italy, Spain, Malaysia, India, China, Hong Kong, Mexico, Brazil and the United States. SmartTrust is privately held and its investors include The Carlyle Group, Eqvitec Partners, GE Equity and TeliaSonera. More information is available at [www.smarttrust.com](http://www.smarttrust.com).

This information is provided by RNS  
The company news service from the London Stock Exchange

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