

**Abphone, the pioneer of infotainment mobile search engines,
reaches half a billion searches.**

Paris, 7 April 2008 - [abphone](http://abphone.com) is a mobile multimedia search engine for images and videos. abphone today confirmed its status as a leading mobile search service of multimedia content by delivering its 500 millionth search. Co-founded by Pierre Scokaert, Jean-Philippe Coumes and Hervé Hoff in November 2005 abphone has won favour with users for its ease-of-use, result relevance and fast performance.

abphone provides searchable access to images and videos and will soon allow access to searchable music, mobile games and news. The speed and relevance of results abphone returns gives a high level of loyalty with an average of 15 sessions per active user.

To date, abphone is deployed in the USA, France, UK, South Africa, India and Romania.

abphone's service is ad-funded. The company uses its own specific profiling tools to ensure that all advertising banners are targeted with maximum accuracy towards users.

Pierre Scokaert, co-founder and Managing Director of abphone, said: *"We have been working in the mobile search business before it became a hot and fashionable topic. Our understanding and focus on usability has ensured that we are market leaders in the sector. With the introduction of music and game search, 2008 will be a rich and innovative year for us and for our industry."*

Olivier Laury, Director of Contents at Bouygues Telecom said: *"abphone delivers good results thanks to the relevance of the photos and videos it gives to our subscribers, who regularly and repeatedly use this mobile search service. A service such as abphone, which is free for our customers, makes sense in our Web & Mail option offering: the latter allows full access to the Mobile Internet mobile for 9,90 € per month.»*

abphone key milestones

November 2005: Creation of abphone by Pierre Scokaert, Jean-Philippe Coumes, two ex-France Telecom R&D engineers and Hervé Hoff, former Managing Director of Alinto and of a subsidiary of EADS.

March 2005: Launch of the photo search.

June 2006: First tests on advertising banners

February 2007: Launch of the video search in France

April 2007: Launch of the video search in the UK.

June 2007: Trial on the Vodafone Live portal (very good use and returns Positive users)

September 2007: First referencing on mobile kiosks (Gallery in France, Piazza In Belgium)

September 2007: First affiliation tests in France and Singapore.

October 2007: abphone appears on the WAP and i-mode portals and WAP of Bouygues Telecom.

2008: abphone reaches half billion searches.

About abphone:

Abphone is the first mobile multimedia search service (photos, videos, music, games and news). Launched in 2005, abphone allows worldwide access to entertainment content from m.abphone.com mobile website or from the website www.abphone.com.

Press contact

Yann Mondon, Retina PR: 0 630 512 294 or yann@retinapr.com