

NQUIR's new 'Usability Tested' products for 3G Video Call services to be shown at Mobile World Congress

- NQUIR™ to show 'user enhanced' products at MWC 2008 (Hall 7 Booth 7B55)
- NQUIR's usability testing research thought to be the first of its kind in Europe
- We will demo a live video chat at our booth during the event. Visitors will be able to dial in by video call at the following number: +34935530909

Barcelona, January 14, 2008 - NQUIR™, a leading European video call entertainment company, is demonstrating a range of new 'user enhanced' products for its 3G Video Call services at Mobile World Congress 2008. The enhancements have been based on the findings and recommendations made through usability testing, focused on maximizing customer experience and enjoyment.

NQUIR™ has continued to gain international success, specifically in developing Video Portals and 3G Video Call entertainment. Efforts to ensure good user experience have been fundamental to the profitable ROI and growth. In an innovative step, NQUIR™ has conducted what is thought to be the first Usability Test of its kind in Europe, engaging specialist usability company, Xperience Consulting, to provide expert test and analytical services.

The test results identified opportunities to improve the customer experience in addition to the benefits afforded by 3G Video Calling such as intuitive DTMF navigation, two way video interactions and service discoverability that already put 3G video calling qualities ahead of WAP.

Voice and menu audiovisual elements have been introduced to improve ease of navigation and surprisingly simple help features have been integrated. With the new set of 'user enhanced' products in place, users can immediately grasp the enormous future potential for NQUIR's 3G Video Call services.

At testing, non-experienced users using Nokia and Sony handsets were asked to record their experiences accessing and moving through different NQUIR™ 3G Video Call entertainment scenarios such as a music video store, a car company's user-generated advertising contest or a football match highlight. 'We subjected the NQUIR™ 3G Video Call services to the most severe testing and I was amazed at how quickly the users soon became advocates for 'high quality' in the user experience,' said Alfonso de la Nuez, CEO of Xperience Consulting.

To find out more or to request your copy of the original study contact: info@nquir.com

Since the last 3GSM Congress, NQUIR™ has seen a tremendous increase in customer demand for their 3G Video Call Entertainment services and sees usability testing as integral to developing services and their further growth. 'We have continued to place the user and simplicity at the core of our thinking,' said Enrique Jungbauer, Managing Director of NQUIR, 'It is so important for us to develop new ways to provide users with tools that help them generate content in an intuitive way through our 'Build on Simplicity' strategy. As the usability test has demonstrated, Video Calling provides the most intuitive way today to share UGC via mobile phones.'

NQUIR's value proposition to MNOs, publishers, brands, ad agencies, football clubs and to TV format producers is to capture new revenue streams through video call based entertainment and communication services (circuit switched video). NQUIR™ continues to develop its own line of 'OOO Video Call Entertainment' formats such as Video Karaoke, Video Dating, Video Blogging and Video Chat and licenses its 3G participation products to operators and media companies in Germany, UK, Italy, Spain and Portugal. NQUIR™ also has mobile content partnerships in emerging 3G markets such as place in Brazil, Chile, Argentina and Mexico.



About Xperience Consulting

Xperience Consulting is one of Spain's leading usability companies and is one of the founding members of the User Xperience Alliance, the largest usability professional services network in the world. Xperience Consulting specializes in usability testing research, associated services and technologies. Clients include eBay, Yahoo, Air Miles, Solmelia, Orange and Terra Networks, among others. More info at: www.xperienceconsulting.com

About NQUIR™

NQUIR™ has been the first company in Europe to launch and operate a fully commercial Video Chat service at the 3GSM in 2006 and is today a leading video call entertainment and marketing communications company. The company creates and licenses mobile formats - consumer products and marketing services accessible by video calling a regular or premium rate phone number. NQUIR™ develops and hosts an array of compelling formats such as video karaoke, live chat, participation TV, video speed dating, citizen journalism and other revenue-generating applications that allow 3G mobile phone users to engage in services never before experienced. NQUIR™ is a member of FRAPA - The Format Recognition & Protection Association. NQUIR's global client base includes Nokia, RTL, Antena3, Vodafone, Jamba!, Terra (Telefonica), Prisacom, Acotel and Movilisto. The company is headquartered in Barcelona, Spain and backed by Swedish investor IQube. Visit NQUIR's 'Build on Simplicity' portfolio of formats by video call at +34.93.5531895, online at www.nquir.com or at the Mobile World Congress from 11th until 14th of February 2008 in Hall 7, Booth 7B55.

Media Enquiries

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