

## INFOMEDIA'S iVIEW "GETTING STARTED" APPLICATION LAUNCHES IN THE UNITED STATES ON SELECT LUMIA SMARTPHONE DEVICES

Home-screen companion experience leverages insights and context to cultivate consumer affinity, user engagement, and brand differentiation.

INFOMEDIA, digital innovators and developers of mobile technology solutions, today announced the recent launch of their iView product with Microsoft in the United States. The rollout includes distribution of two new Microsoft Lumia devices, preloaded with iView, for one of the leading mobile network operators.



The Microsoft iView experience, recently optimized for Windows and launching under the name Getting Started, provides a personalized device education experience along with relevant discovery messages, based on how long the user has been active with their Lumia smartphone, as well as their behavior, preferences, and other meaningful context.

The intelligent application enables customers to easily and quickly become familiar with their device features and mobile operator's services, as well as discover key applications and deeper functionality at their own pace. Powered by iView's comprehensive management tools and the app's dynamic messaging, both the mobile operator and device manufacturer can customize the critical onboarding journey, bridging the user to tutorial videos, configuration screens, direct downloads, and much more.

Michael Tomlins, CEO of INFOMEDIA Group says, "This exciting announcement marks a key milestone for our organization. Building on successful past projects with Microsoft's global teams, INFOMEDIA is proud to deliver its first preload on Windows Phone and the first launch of its kind in the United States. The iView solution is designed to create new measures of scale and impact for Microsoft while delivering meaningful results for mobile operators."

iView was built by INFOMEDIA and released in Europe in Q4 2013, and has grown exponentially over the past year, with installations on several Tier-1 Mobile Networks and dozens of major device manufacturers. Today, with over 2.5 million users worldwide, iView has evolved as an effective channel for user engagement, long-term retention, content discovery, and increasing ARPU.

## **ABOUT INFOMEDIA GROUP**

INFOMEDIA is a global leader and provider of innovative digital solutions driving engagement and monetization of technologies to mobile network operators (MNO) and device manufacturers (OEM). INFOMEDIA is positioned strongly to create a more integrated and international product offering, leveraging the latest technological advances and customer trends, for delivery into major MNOs, OEMs, and enterprise partnerships.

For more information, visit: <http://infomedia.co.uk>