Intrinsyc Reveals Soleus™ Support for Event-Driven Mobile Handset Personalization

CTO Randy Kath to Deliver Presentation on Event-Driven Handset Personalization and the Technology Enablers Required to Support this Functionality

3GSM World Congress, Barcelona, Spain – February 12, 2007 – Intrinsyc Software International, Inc. (TSX: ICS), a mobility software and services company, today announced at 3GSM World Congress that the Soleus™ platform supports the development of event-driven personalization for mobile handsets.

The Soleus™ platform offers a new way to develop consumer handsets and converged devices by providing a turnkey development platform for consumer handsets powered by the Microsoft® Windows® CE operating system. It comes pre-integrated on leading hardware platforms, provides all the telephony essentials, and also includes a suite of the most popular voice and data applications.

Intrinsyc's expanded Soleus™ development platform allows manufacturers to easily customize mobile devices in response to triggers such as an individual's location and his or her network connectivity.

"This is important functionality for handset manufacturers and wireless operators," says Randy Kath, chief technology officer with Intrinsyc. "For example, consider walking into the 2008 Olympics in Beijing. With event-driven mobile handset personalization, your phone knows where you are, because it's equipped with GPS. As you walk into the venue, all of the features, icons and graphics on your phone change to match the Olympics' branding. Your handset begins receiving event results, athlete bios and other relevant information, even appropriate weather, news or traffic updates, all specific to your location. It's all seamless and effortless and your event experience is greatly enhanced."

Kath adds that with event-driven handset personalization wireless operators can increase Average Revenue per User (ARPU), enrich consumers experience and ease confusion.

- Increases data ARPU: The consumer is constantly served, and will most likely continue to use, event-specific information in this data-rich environment throughout the event or special location, increasing data ARPU.

- Enriches Experience: With event-driven personalization the event doesn't stop on stage, the consumer's device becomes a continuation of the experience.

- Eases Confusion: There are currently many methods and networks (i.e. GPRS, SMS, WiFi, etc.) used to deliver similar content. Furthermore, with so many applications on one mobile device consumers can get confused on where to find certain content. With event-driven customization, information and applications are easier to find and users don't have to use their browsers to search for content. Relevant content is pushed to them based on their location and may even be streamed to the main screen of the phone.

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Handset vendors are excited about event-driven personalization. These new features provide vendors with an opportunity to further differentiate their hardware and the Soleus development platform is enabling them to bring complicated converged devices to market quickly and easily.

Randy Kath Presentation

In addition to announcing the Soleus™ platform's support of event-driven personalization, Intrinsyc CTO Randy Kath will deliver a presentation called "Personalization: Driving the Technology of Media Delivery" at the Identity Management & Personalization technology breakout session. This will take place at 3GSM World Congress on Feb. 14, 2007, from 11:15 a.m. to 12:40 p.m.

About Intrinsyc Software International, Inc.

Intrinsyc is a mobility software and services company that is using its wireless technology and expertise to become a leading enabler of next generation consumer handheld products including mobile handsets, smart phones and converged devices. The Company's mobile software products and engineering services expertise help OEMs, service providers and silicon providers deliver compelling wireless products with faster time-to-market and improved development cost. Intrinsyc is the creator and licensor of the Soleus™ platform based on Windows® Embedded CE for consumer handset development.

Intrinsyc is a Microsoft® Windows® Embedded Gold Partner and a Symbian Platinum Partner.

Intrinsyc is publicly traded on the Toronto Stock Exchange (symbol: ICS) and is headquartered in Vancouver, Canada with regional offices in the United Kingdom, the United States, Singapore and Barbados.

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For more information, media only

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