

## PRESS RELEASE

### Majic unleashed in Ireland

#### UniVirtua's Majic Mobile Technology Platform debuts at University College Cork

Portmarnock, ROI, 30 April 2009 - Ireland and UK-based software technology company, UniVirtua Limited, is pleased to announce that it has been successfully granted an Enterprise Ireland Fast Track Innovation Voucher. The objective of the Innovation Voucher programme is to build links between Ireland's public knowledge providers and small businesses. In this instance, the grant will be used to allow a small team of University College Cork (UCC) graduates to develop advanced financial services software for mobile devices, based on UniVirtua's core product, the Majic Mobile Technology Platform (Majic).

The team working on the project will be based at UCC and have allocated a six-month period to complete the financial services software application and supporting documentation. However, it is anticipated that the project may be completed by August 2009.

The Majic Mobile Technology Platform is a secure, powerful and elegant technology which offers distinct advantages for mobile application developers and enterprise. The philosophy of Majic is that rich application logic should reside on the network, and be deployed at runtime to wireless devices, such as smartphones, wireless PDAs, in-car systems and netbooks.

The Majic platform comprises a technology framework and delivery platform that enables the secure delivery of component-based, network-hosted applications to mobile devices. Its methodology could not be simpler: Majic allows developers to convert new and existing applications into small functional components; Majic stores these components in a secure, contained environment (MajicServer); the user installs a thin client on the device (MajicClient); Majic enables dynamic delivery of fine-grained functional components to the mobile device; Majic enables the execution of functional components without the need for an uninterrupted connection.

Majic employs a dynamic, search-based contextual component application model, allowing automatic search-based application discovery and construction. Simply put, Majic enables fully functional applications to run on virtually any mobile device; delivering rich functionality in a highly secure manner and bridging the gap between feature-rich web applications and today's fledgling applications for the mobile device. Additionally, Majic applications leave *no* logic or data resident on a mobile device, thereby enhancing the security of that device.

Rohan Beckles, VP Technology and Co Founder of UniVirtua, said: "This is an exciting time for UniVirtua. Our partnership with UCC brings to future application developers the opportunity to use a new wireless application paradigm, employing a new, yet natural development methodology to serve the needs of today's and tomorrow's wireless users. We are very excited to see what these young developers will do with Majic - things that even we haven't thought of!"

Joseph Poole, CEO and Co Founder of UniVirtua, added: "We are really excited to be working with UCC in this sector. UCC is an award-winning and well-respected institution in the research and development field of financial services software solutions. I anticipate that working with UCC will fully exploit the capabilities of the Majic platform."

For more information on the Majic Mobile Technology Platform, visit: [www.univirtua.com](http://www.univirtua.com).

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