



Movidity demonstrated at Taste of Blackberry event

New York City, U.S.A. – November 6, 2007

Today, Movidity participated in an exclusive event hosted by Research in Motion in Manhattan – A Taste of Blackberry.

Intended exclusively for the Media and Press, the Taste of Blackberry event showcased advanced applications for the Blackberry platform. Movidity demonstrated movy.tv and MMES, the world's first and only cross-platform multimedia media mobilization systems for both consumers and corporate enterprise.

“As the only true multimedia mobilization system for the Blackberry platform, Movidity is pleased to be demonstrating the advanced capabilities of our system to the press and media” said Mauro Lollo, C.E.O. of Movidity Inc. “the capability of our technology speaks for itself, allowing practically any video / audio media to be streamed to a range of mobile devices including the Blackberry devices over current networks without being on the carrier deck”.

movy.tv for the Blackberry is available to the public at www.movy.tv. Corporate enterprises can also make use of movy.tv, or elect to use Movidity's MMES system for media mobilization internal their organization.

About Movidity

Movidity is bringing the future of multimedia to the mobile world, today. Movidity is a tightly integrated system of software elements that perform multimedia transcoding, distribution, and transmission to mobile devices running a Movidity “player”. Movidity leverages highly advanced algorithms, innovative video processing, and a new, unique transmission method to provide quality video and audio-on-demand, along with two-way interactive capabilities to wireless mobile clients. Cross-compatible to all GSM, CDMA, WCDMA, EVDO and i-mode networks, Movidity enables global access to rich multimedia content at disruptive economies of scale. Headquartered in Toronto, Canada, Movidity's products are available to mobile device manufacturers, wireless service providers, content creators / providers, and even individuals. More information on Movidity is available at <http://www.movidity.com>

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