



# S60 Applications

## Success Case: Geniem Symbian Superstore

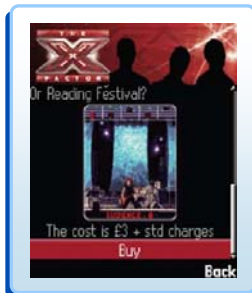
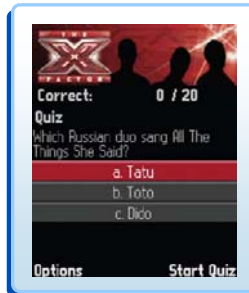
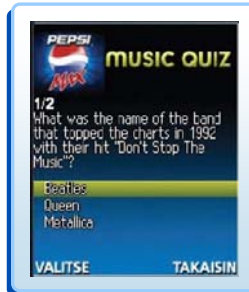
# Geniem Symbian Superstore

- On-Device portal redefines the mobile shopping experience
- Allows users to find, download, install and set preferences on new content in less than 30 seconds
- Retailer-branded
- Uses retailers existing content-delivery infrastructure, such as SMS and WAP



Geniem Oy  
HQ: Tampere, Finland  
[www.geniem.com](http://www.geniem.com)

# First-Class Virtual Shopping Mall



- Customers: Pepsico, Economist.com, Add2Phone, In-Fusio, Netsize, Fremantle Media
- Operators:
  - O2 in the U.K.
  - Wind in Italy
  - Elisa in Finland
- Recently added “father of J2ME” Antero Taivalsaari to board of directors of Geniem

**GENIEM** 

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