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CREATIVE TALENT. TECHNICAL EXCELLENCE.

Romanian Mobile Innovation

Hall 2.1, Booth D34



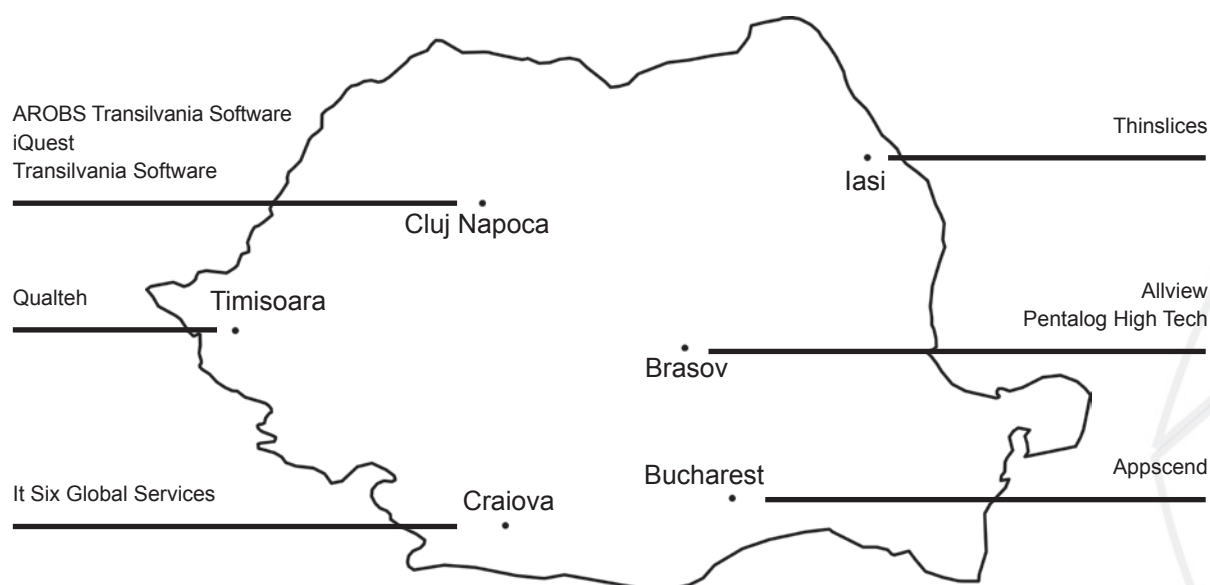
MOBILE.
WORLD CONGRESS

Barcelona | 27 February - 1 March 2012



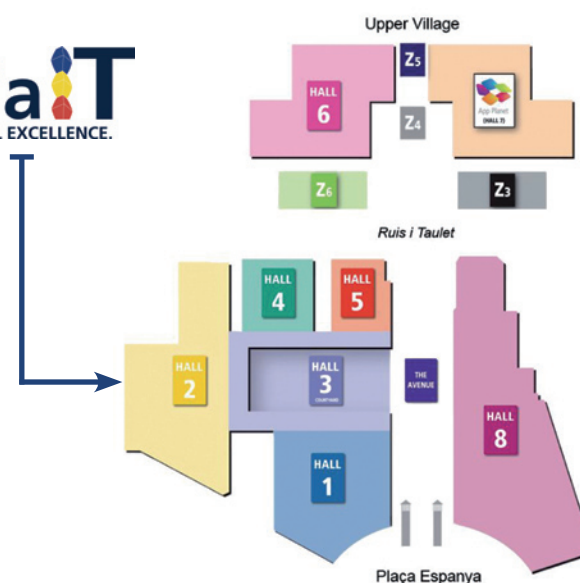
Romanian Companies at Mobile World Congress 2012

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Romania, Hall 2.1., Booth D34

romania
CREATIVE TALENT. TECHNICAL EXCELLENCE.





Romanian Mobile Innovation
Hall 2.1., Booth D34

www.romaniaIT.com



About romanialT

romaniaIT is a public-private initiative set up in 2006 by a group of stakeholders that included ministries, industry associations and companies interested in promoting the national IT industry abroad.

The brand was internationally launched in March 2007 and since then companies and national organizations have been promoting it in international events.

romaniaIT is governed by a Sectorial Branding Committee consisting of governmental bodies and representative national organizations.

For more information, please visit the initiative's website: www.romaniaIT.com.

Brancusi's Infinite Column: The Reach for Perfection

The Infinite Column is the outstanding monumental sculpture of Romanian artist, Constantin Brancusi, one of the most influential artists of the 20th century. As a series of connections, the Infinite Column has come to be recognized as a symbol of the continuous effort in reaching perfection and serves as an influential model with significant and transferable meaning.

It is used to represent Romania's IT&C industry, as the symbol embodies the distinct qualities of Romania's talented and IT&C professionals, who strive for continuous improvement and education in technology and creativity. The column underscores a unique quality of Romanian culture: living links between the present and its ancient past. As with this sculpture, they are grounded in the nation's traditions of technical excellence and constant learning with a national focus on the achievement of the most modern of technical innovations.

ARIES - Romanian Association for Electronic and Software Industry



Romanian Association for Electronic and Software Industry is a professional, non-governmental organization and comprises 270 members at the national level. The association is organized into 4 branches: Cluj-Napoca, Brasov, Craiova and Timisoara (the largest branch after the number of members).

One of ARIES's prerogatives is to act as a point of access to any information regarding the Romanian electronics and software industry.

In the West Region of Romania, ARIES is present since 2004, through its branch from Timisoara (ARIES-TM). The covered geographical area is represented by 4 counties: Timis, Arad, Caras-Severin and Hunedoara. ARIES-TM represents 60 member companies, operating in the software field, electronics and 4 universities with technical profile.

The competences of the member companies cover all fields of the ICT industry, from software and web applications development - business applications - to robotics and artificial intelligence, from generation of electronic equipment to authorized dealers or mixed profile companies.

If you are looking for partners or subcontractors, on the Romanian electronics and software market, ARIES-TM can help you with:

- Support in finding partners or business opportunities on the Romanian ITC market
- Information on the Romanian software and electronics

industries in the Western Region of Romania

- Opportunity to support you in organizing different events, facilitation of contacts
- Information regarding general and specific legal and fiscal aspects.

For more information, please visit the association's website or contact the team of our association's branches, depending on each interests, at the following coordinates:

ARIES

202A, Splaiul Independentei, Bucharest
Tel: +40-21-313.4120, +40-356-420.444. Fax: +40-21-315.0723
Email: office@aries-tm.ro. Web: www.aries.ro

ARIES Timisoara Branch

9, Republicii Blvd., 300159 Timisoara
Tel: +40-356-420.444, +40-741-163.700
Email: codruta.n@aries-tm.ro. Web: www.aries-tm.ro

ARIES Oltenia Branch

Stefan cel Mare St., no. 12, Craiova, Romania
Tel: +40-251-412.290. Fax: +40-251-418.882
E-mail: office@aries-oltenia.ro. Web: www.aries-oltenia.ro

ARIES Transilvania Branch

4, Nicolae Titulescu, Cluj Napoca
Tel: +40-264-414.610, +40-264-430.280
Fax: +40-264-414.617, +40-264-430.285
Web: www.aries-transilvania.ro

Romania's mobile industry scene...

We could speak about businesses of all sizes but we can also speak about individual specialists and their communities. About the 2000 engineers **Alcatel-Lucent's** operation in Timisoara that develops network equipments for LTE mobile communications and applications for full home multimedia devices integration over your mobile or about Cluj-Napoca-based development department of the Berlin-headquartered scobbler, developing award winning map-based mobile apps or about **Skin Scan**, a Bucharest venture-backed startup that launched a mobile app helping users worldwide prevent skin cancers.

But instead bringing in country-based statistics or speaking about each of these we would like to mention to you the Romanian vibrant and thriving communities that are bringing together, based on their passion for the mobile field, both developers and business persons, designers or marketers, from freelancers to employees of SMBs or multinational corporations. You can meet them in the 50-60 participant crowds to the monthly meetings of **Timisoara Mobile Development Group**, recently affiliated to the global movements

as Mobile Mobile Timisoara. They attended **Mobile Monday Eastern European Developers Summit** organized last September in Bucharest by the team of **Mobile Monday Romania**. They are co-organizing and supporting various entrepreneurship trainings or startup competitions like **Startup Weekend Cluj-Napoca**, that just took place weeks ago. You can exchange with them ideas and discuss and build business with them in places like **Timisoara Software Business Incubator** or in the coworking and acceleration spaces of **Bucharest Hubb**. They are involved in drafting sectoral development strategies in organizations like **ARIES - Romanian Association for Electronics and Software Industry**. They embrace and promote various mobile development technologies and methodologies, sharing their knowledge and experience with their peers in the 4-5 groups nationwide, with 200+ members, coordinated by **Agile Works**.

Discover more about these and other great initiatives advancing Romania's mobile industry by following the specially collected bundle of links at bit.ly/RoMoLinks."

Impressum

Mobile Monday Timisoara

Radu Ticiu



ARIES - Romanian Association for Electronic and Software Industry

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Codruta Nicolescu

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Web: www.aries-tm.ro



ALLVIEW



Company profile

Producer and distributor of dual SIM mobile phones, PC tablets and other electronic products

Own products: Dual SIM mobile phones, PC tablets, notebooks, etc.

Software projects: AplyStore- Android application market

About US: Following our desire to bring the latest information to our customers and to facilitate their access to varying stocking devices we launched the Allview brand in 2004. The company's policy is to support people in their endeavor to understand innovative technology. We want them to learn how to use the latest gadgets through simple experiences that will help them improve their everyday life.

Allview headquarters is located in the central of Romania, in Brasov. Our personnel is formed from 30 highly trained professionals dedicated to the research & development, procurement, marketing, service and sales activities.

We Value: Our decisions and commitments are People - based.

We respect Individuality. We respect our customers and business partners. Every client, every collaborator represents for us individuality, with proper needs and characteristics.

Technology means evolving and changing. We are able to define change because we are Flexible and we are riding the waves of technology trends.

Our partnerships are based on Trust. We inspire trust by saying what we mean, matching our behaviors to our words and taking Responsibility for our actions.

Others value us: In April 2011 Visual Fan won an Excellence Award from the Chamber of Commerce and Industry of Brasov County for the past five years development and research activity."

Contact

Address: 61, Brazilor Street,
Brasov, 500313, Romania

Phone: + 40 268 337 085

E-mail: office@visualfan.ro

Web: www.allviewmobile.com

Key Figures

Established in: 2002

Legal Structure: LTD

Social Capital (thousands euro): 115

Employees (Software/Others): 5/25

Revenues:

Management

CEO: Peticila Lucian

Marketing Manager: Silvia Soare

Areas of specialisation:

- Telecommunication software
- Controlling and managing systems (industrial controlling, dates acquisition, GPS)

Areas of application:

- Telecommunications

Aims, cooperation fields and forms:

- License agreement
- Technical co-operation
- Joint venture agreement
- Selling

Markets:

- European market

Character of activities:

- Research
- Development
- Trade, Distribution

APPSCEND



Contact

Address: 26, Acidava Street,
Bucharest, Romania
Phone: + 40740369451
E-mail: office@appscend.com
Web: http://appscend.com

Key Figures:

Established in: 2010
Legal Structure: LLC
Social Capital (thousands euro): 20
Employees (Software/Others): 5/1
Software Revenues (thousands euro in 2011): 50

Management

CEO: Sebastian Vaduva
Business Development Director:
Sebastian Vaduva

Company Profile

Appscend is a collection of software tools integrated into a unified web-based dashboard that offers companies and developers alike the opportunity to build, manage and monetize native, cross platform mobile applications.

Using Appscend's own markup language, Ignite Markup, and a simple, drag&drop application designer, Appscend makes it easier than ever before to create engaging, multi-platform mobile apps that really stand out.

Beyond creation and deployment, users get access to a set of tools that simplify application management and help boost revenue and interaction: from ad mediation and In-App Purchases to user demographics, segmentation and social analytics to targeted and geo-aware notifications.

Areas of specialisation:

- Telecommunication software
- WEB application
- Multimedia
- Games
- Commerce, services and tourism application
- Specialised application (public institution, financial, e-commerce)

Areas of application:

- Printing & Publishing / Advertising
- Electronic Commerce
- Education & Training / Entertainment
- Manufacturing / Retail / Trading & Distribution

- Banking / Insurance / Financial Acc. / Stock Exchange
- Travel, Hotel & Leisure Industries

Services Offered:

- On-Demand app Development using IgniteMarkup

Backend mobile services:

- Cloud-based, mobile-optimised CMS
- App Analytics & Social management
- Streamlined In-App Purchases
- Targeted Push Notifications server
- Ad Management Platform
- Over-the-air app Distribution

Aims, cooperation fields and forms:

- License agreement
- Joint venture agreement
- International programs
- Reseller

Markets:

- Mobile application developers
- Digital content providers
- Digital agencies
- Enterprise customers

Character of activities:

- Development



AROBS TRANSILVANIA SOFTWARE



Company Profile: AROBS

Founded in 1998 in Cluj-Napoca, Romania, AROBS Transilvania Software is a leading provider of software outsourcing services and of a variety of IT solutions.

AROBS addresses the IT needs diverse industries (e.g. travel, financial, automotive) with mobile, Web, and cloud solutions. We provide innovative solutions and services based on the latest technologies to over 80 prestigious foreign companies and more than 1000 Romanian customers.

At MWC 2012 we aim at identifying new strategic business partners for mobile application development & testing, opportunities for joint ventures in mobile application development and software outsourcing projects.

Contact

Address: 63, Minerilor Street,
Cluj Napoca, Romania

Phone: + 40 364142553

E-mail: office@arobs.com

Web: www.arobs.com

Key Figures:

Established in: 1998

Legal Structure: SRL

Social Capital (thousands euro):0.05

Employees (Software/Others):200/55

Software revenues

(thousands of euro in 2011): 4.07

Management

CEO: Voicu Oprean

Business Development Director:
Camelia Iusan-Cocis

Areas of specialisation:

- Specialised application (public institution, financial, e-commerce)
- Controlling and managing systems (industrial controlling, dates acquisition, GPS)
- WEB application
- GIS
- Commerce, services and tourism application
- Industry application

Areas of application:

- Transport / Ports
- Travel, Hotel & Leisure Industries

- Web Applications / Online Information Services
- Banking / Insurance / Financial Acc. / Stock Exchange
- Health & Medical
- Electronic Commerce

Services Offered:

- Research and Development
- Architecture and Design
- Product Development
- Customer Support

Aims, cooperation fields and forms:

- Technical co-operation
- Joint venture agreement

- European programmes
- Outsourcing
- Reseller

Certification:

- ISO 9001:2008 certified for its Quality Management System, Microsoft Gold Certified Partner, ISTQB Certified Tester

Markets:

- USA, Western Europe, Scandinavia, The Middle East

Character of activities:

- Development
- Consulting

iQuest

IQUEST

Contact

Address: 6-8, Moșilor Street,
Cluj-Napoca, Romania
Phone: + 40 372 34 34 00
E-mail: info@iquestint.com
Web: www.iquestint.com

Key Figures:

Established in: 1998
Legal Structure: SRL
Social Capital (thousands euro): 1
Employees (Software/Others): 335/65
Software revenues (thousands euro in 2011): 14,400

Management

CEO: Cornelius Brody
Marketing Specialist: Pop Ionuț-Bogdan

Company Profile: iQuest Technologies

For more than 14 years, iQuest has provided exceptional professional services and delivered an extensive portfolio of customised software solutions to many of Europe's largest businesses mainly in Germany, Switzerland, the United Kingdom and Scandinavia. Our highly specialised offering has continued to drive long-term business value for leading companies in a broad range of industries such as telecommunications, life sciences, financial services, logistics and media. iQuest focuses on providing best-in-class solutions that are cost-effective and help our clients maintain a competitive advantage through technology. Founded in 1998 and headquartered in Germany, iQuest has 6 European offices with local teams in Germany, Sweden and Romania, employing more than 400 people with a winning combination of technical expertise and service excellence.

Areas of specialisation:

- Telecommunication software
- Commerce, services and tourism application
- Specialised application (public institution, financial, e-commerce)
- Multimedia
- Economic software
- Scientific software (medicine, legislation, education)

Areas of application:

- Telecommunications
- Banking / Insurance / Financial Acc. / Stock Exchange
- Health & Medical
- Manufacturing / Retail / Trading & Distribution
- Travel, Hotel & Leisure Industries
- Electronic Commerce

Services Offered:

- Mobile Application Development
- Service and Product Engineering
- Business Process Management
- E-commerce
- Business Information Management
- Application Lifecycle Services
- Quality Assurance & Testing Services

Aims, cooperation fields and forms:

- Joint venture agreement
- Commercial agreement with technical assistance

Certification:

- ISO 9001:2008 - Quality management systems

- ISO 14001:2004 - Environmental management systems
- OHSAS 18001 - Occupational Health and Safety Management Systems
- ISO 27001:2006 - Information Security Data Management
- ISO 20000-1: 2005 - Information technology Service management

Markets:

- Germany, the UK, Scandinavia, Switzerland and Romania

Character of activities:

- Development
- Consulting
- Others



IT SIX GLOBAL SERVICES

Company Profile

IT Six Global Services is a global technology and outsourcing company, committed to deliver innovation through software services.

We are a global software development firm and a nearshore partner for European organizations.

With offices in Romania and Sweden, and having representatives in USA, Canada, Germany, The Netherlands, France, UK, Belgium, Denmark, Norway, Austria and Switzerland, IT Six has become the largest software house in the region. It is today recognized as being a leader among Romanian software service providers, known for the quality of its technical staff.

Contact

Address: 111, Decebal Street,
Craiova, 200646, Romania
Phone: + 40 351808049
E-mail: office@itsix.com
Web: www.itsix.com

Key Figures:

Established in: 2005
Legal Structure: LTD
Social Capital (thousands euro): 1.25
Employees (Software/Others): 95/10
Software revenues (thousands euro in 2011): 17,50

Management

CEO: Sorin Gavanescu
Business Development Director:
Dan Tusaliu

Areas of specialisation:

- WEB application
- Data protection (antivirus software, database securities)
- Mobile application development
- Telecommunication software
- GIS
- Commerce, services and tourism application

Areas of application:

- Web Applications / Online Information Services
- Manufacturing / Retail / Trading & Distribution
- Printing & Publishing / Advertising
- Telecommunications

- Transport / Ports
- Banking / Insurance / Financial Acc. / Stock Exchange

Services Offered:

- Six lines of business:
- Software Application Development
- Research & Development
- Quality Assurance / Testing
- Design and Usability
- IT Consultancy
- Mobile Development

Aims, cooperation fields and forms:

- Technical co-operation
- Commercial agreement with

- technical assistance
- International programs
- European programmes
- Outsourcing
- Selling

Certification:

- Microsoft Certified Partner for ISV, Oracle Partner

Markets:

- Europe, USA, MiddleEast

Character of activities:

- Research
- Training, Education
- Development
- Consulting



PENTALOG HIGH TECH

Contact

Address: 17, Mihail Kogalniceanu St.,
Brasov, Romania
Phone: + 33 2 38 25 30 30,
+ 40 268 547 775
E-mail: ht@pentalog.fr
Web: <http://www.pentalog.com>

Key Figures:

Established in: 1993
Legal Structure: SRL
Social Capital (thousands euro): 263
Employees (Software/Others): 700
Software revenues (thousands euro
in 2011): 17,000

Management

CEO: Monica Jiman
Business Development Director:
Mickael Hiver

Company Profile

Pentalog is an IT company providing IT outsourcing services in offshore and nearshore locations. Our company is present in 6 countries in Europe, Middle East and Asia. Our 700 consultants deliver high quality IT services through the two dedicated business lines (information systems and embedded systems development).

Pentalog's mobile development offer consists of:

- application development and integration on multiplatform mobile equipment: iPhone, iPad, Android, Symbian, BlackBerry;
- auditing and consulting; benchmark of technical solutions related to customer's needs;
- device and software testing;
- device and software support.

Our clients are SMEs as well as big companies or fast-growing start-ups mainly in the software, industrial, embedded, telecom, banking sectors all across Europe.

Visit our webpage to get acquainted to Pentalog's mobile development expertise and offer and to see some examples of mobile applications: http://www.pentalog.com/services/mobile_development.htm

Areas of specialisation:

- Commerce, services and tourism application
- Specialised application (public institution, financial, e-commerce)
- Industry application
- Telecommunication software
- Controlling and managing systems (industrial controlling, dates acquisition, GPS)
- WEB application

Areas of application:

- Travel, Hotel & Leisure Industries

- Web Applications / Online Information Services
- Electronic Commerce
- Airline Rezervation System
- Telecommunications
- Engineering Industries

Services Offered:

- Application development and integration on multiplatform mobile equipment: iPhone, iPad, Android, Symbian, BlackBerry; auditing and consulting; benchmark of technical solutions related to customer's needs; device and software testing; device and software support.

Certification:

- Pentalog is an ISO 9001: 2008 certified company.

Markets:

- Our clients are SMEs as well as big companies or fast-growing start-ups mainly in the software, industrial, embedded, telecom, banking sectors all across Europe.

Character of activities:

- Research
- Development
- Consulting



QUALTEH



Company Profile

IQteh is the first online platform for business applications in Central and Eastern Europe developed and powered by QUALTEH.

The IQteh-platform is based on three essential principles:

INTELLIGENCE - always the best programmers

QUALITY - always the best quality

TECHNOLOGY - always the best technology

IQteh through its IQsfa, IQcrm, IQscan allows you to completely think different the sales process.

Using IQsfa we offer directly to your smartphone all the necessary resources: planning visits to customers, taking orders, checking stock products, outstanding customer verification.

Using IQcrm we offer you better customer relationships and the streamlining of internal activities.

Using IQscan you can easily have all the mobile documents available in real-time in your organization.

Main Industries: Distribution, Pharma, Manufacturing, Energy, Financial, Insurance.

Contact

Address: 53, Liviu Rebreanu Boulevard,
TIMISOARA, Romania

Phone: + 40356881933

E-mail: office@m8m.ro

Web: www.qualteh.com, www.iqteh.com

Key Figures:

Established in: 2009

Legal Structure: LTD

Social Capital (thousands euro): 2

Employees (Software/Others): 4/3

Software revenues (thousands euro in 2011): 180

Management

CEO: Moise Jurca

Business Development Director:
Moise Jurca

Areas of specialisation:

- Customer Relationship Management Solutions
- Sales Force Automation Solutions
- Industry application
- Specialised application (public institution, financial, e-commerce)
- WEB application
- Database

- Telecommunications
- Health & Medical
- Engineering Industries
- Transport / Ports
- Banking / Insurance / Financial Acc. / Stock Exchange

- Microsoft Certified IT Professional
- Microsoft Certified IT Specialist
- EMEA Innovation Award Winner 2011

Services Offered:

- Software development
- Software for BlackBerry
- Infrastructure and Integration
- Maintenance

Markets:

- Central and Eastern Europe at this moment
- Rest of Europe and Africa for 2012

Areas of application:

- Manufacturing / Retail / Trading & Distribution

Certification:

- BlackBerry Alliance Select Member

Character of activities:

- Development
- Consulting

THINSLICES



Contact

Address: 37, Fintinilor Street,
Iasi, Romania
Phone: + 40332106189
E-mail: contact@thinslices.com
Web: www.thinslices.com

Key Figures:

Established in: 2010
Legal Structure: LLC
Social Capital (thousands euro):
Employees (Software/Others): 9/3
Software revenues (thousands euro
in 2011): 124

Management

CEO:
Business Development Director:
Vlad Bodi

Company Profile

ThinSlices is a software development company started in 2010 serving customers with IT Projects, Products, Resourcing. Our topic of interest are:

- Data & Visualization – designing, optimizing and maintaining large database systems, using business intelligence and data mining
- Business & Collaboration – Architecting and executing solutions for enterprise system focusing on improving collaboration workflows
- Mobile & Web – development of mobile applications and the associated web backend

Recently we have launched Zyway (zyway.com) a universal electronic forms solution. Zyway is a central platform where forms are designed once and consumed through different medium: mobiles, tablets, the web, and paper. The forms submitted from all channels are processed, analyzed (BI) and archived within the platform.

Areas of specialisation:

- Controlling and managing systems (industrial controlling, dates acquisition, GPS)
- Specialised application (public institution, financial, e-commerce)
- WEB application
- Database
- Commerce, services and tourism application
- Economic software

Areas of application:

- Web Applications / Online Information Services
- Health & Medical
- Banking / Insurance / Financial Acc. / Stock Exchange
- Electronic Commerce
- Library Management Systems
- Education & Training / Entertainment

Services Offered:

- Project management
- product management
- consulting

Markets:

- Europe, US, South America

Character of activities:

- Development
- Consulting



TRANSILVANIA SOFTWARE

Company Profile

Transilvania Software is a prestigious Cluj-based Romanian provider of software outsourcing services and IT solutions.

The company is a market leader in Romania with its sales force automation and GPS fleet tracking solutions and expands rapidly to neighboring countries like Moldova and Hungary.

Our target market has been showing an ever increasing demand for mobile solutions, which we plan to meet through strategic business partners for mobile application development & testing. We are also looking for opportunities for joint ventures in mobile application development and software outsourcing projects.

Contact

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Cluj Napoca, Romania
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E-mail: info@smailo.ro
Web: www.smailo.ro

Key Figures:

Established in: 2003
Legal Structure: SRL
Social Capital (thousands euro): 0.05
Employees (Software/Others): 20/5
Software revenues (thousands euro in 2011): 153

Management

CEO: Voicu Oprean
Business Development Director:
Nora Mihalca

Areas of specialisation:

- Controlling and managing systems (industrial controlling, dates acquisition, GPS)
- Specialised application (public institution, financial, e-commerce)
- WEB application
- GIS
- Commerce, services and tourism application
- Industry application

Areas of application:

- Transport / Ports
- Travel, Hotel & Leisure Industries
- Web Applications / Online

- Information Services
- Banking / Insurance / Financial Acc. / Stock Exchange
- Health & Medical
- Electronic Commerce

Services Offered:

- Research and Development
- Architecture and Design
- Product Development
- Customer Support

Aims, cooperation fields and forms:

- Technical co-operation
- Joint venture agreement
- European programmes

- Outsourcing
- Reseller

Certification:

- ISO 9001:2008 certified for its Quality Management System
- Microsoft Gold Certified Partner
- ISTQB Certified Tester

Markets:

- USA, Western Europe, Scandinavia, The Middle East

Character of activities:

- Development
- Trade, Distribution
- Consulting



IQUEST Romanian Mobile Innovation



Mobile Monday Timisoara





**MINISTRY OF ECONOMY, COMMERCE AND BUSINESS
ENVIRONMENT**

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**ARIES - ROMANIAN ASSOCIATION FOR ELECTRONIC AND
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