

JoikuSpot Goes Linux

Press release

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Joikusoft Ltd. today announces the next wave of mobile WiFi Tethering by extending JoikuSpot Mobile 3G HotSpotting to new Linux based Maemo devices from Nokia.

JoikuSpot is world's most used and popular solution for on-demand mobile WiFi internet and mobile 3G HotSpotting. During 2009, more than 5 million mobile internet experiences were made via JoikuSpotting, and the overall JoikuSpot user base grew to over 500.000 actual JoikuSpotters. Altogether this resulted into more than 100 Million Megabytes of mobile data consumption across more than 200 countries and 750 operator networks worldwide. Average global JoikuSpot internet consumption grew from 8 Mb to 22 Mb per JoikuSpot internet session, which speaks to the improvement in 3G operator network qualities in 2009.

Purnima Kochikar, VP of Forum Nokia, states: *"Nokia has worked with Joikusoft many years to produce easy mobile internet for anyone via Nokia phones. JoikuSpot is now embedded in many Nokia devices enabling WiFi access to the Internet with the simple click of a button. The JoikuSpot experience created for the Nokia N900 surpasses anything seen before."*

Tom Ojala, CEO and Founder of Joikusoft, adds: *"Nokia Maemo platform allows the most speedy and easy internet connection via JoikuSpotting. Coupled with intuitive touch-user interface that Nokia N900 has, the user experience for mobile internet has now become "1 click". The Nokia N900 takes mobile internet to a totally new level. Nokia N900 owners can now simply go and make their N900 a wireless "MiFi" modem with a simple download!"*

The new JoikuSpot Linux Edition contains enriched features such as Speed Measurement to allow users to accurately see their mobile internet connection speed. Users see exactly the mobile data speed they get with their mobile broadband subscription.

JoikuSpot is designed to be End-to-End and Operator friendly, and adds to the Operator 3G data ARPU. Solution allows Operator measurement of JoikuSpot user profile and data traffic volumes, and produces graphical real-time reports of actual mobile broadband usage from JoikuSpotting. In addition, roaming detection, IMSI range restrictions per operator definition, server originated user updates and full operator branding and feature customization may be applied. More than 30% of JoikuSpot users upgrade to flat rate mobile data with their operator after starting to use JoikuSpot for mobile Internet. Joikusoft has already rolled out 6 operator-branded solutions for mobile 3G WiFi Tethering, and comes pre-loaded in newer Nokia devices such as N97 and N97 Mini. The JoikuSpot experience is now extended to include Nokia Maemo devices.

The solution comes with full internet security and internet connection stabilizer in moving contexts. JoikuSpot saves users money by simply using their mobile phone as a 3G WiFi modem for internet access. In a way, JoikuSpot turns the user's mobile phone into a wireless MiFi, USB dongle or a HotSpot.

JoikuSpot Linux Edition launches today as FREE Beta, available from JOIKU community website www.joiku.com, and will soon be added to Nokia Ovi Store www.store.ovi.com. Production release will follow shortly.

The Joiku Story does not end here. Joiku has also released a JoikuBoost solution for enhancing the actual speed of internet connections (<http://www.joikusoft.com/?action=joikuBoost>) and a JoikuMetrix solution (<http://www.joikumetrix.com/?action=joikuMetrix>) to help Operators optimize their 3G network throughput at the base-station level.

About Joikusoft

Joikusoft is a software development house focusing on WiFi and 3G. Joikusoft was the first in the world to roll out a mobile Wi-Fi HotSpot solution already in 2008. Joikusoft is a privately held company, financed by its founders, and has headquarters in Espoo, Finland.

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