



Intersec and Wmode sign a distribution agreement

Wmode trusts Intersec's Location-Based Services platform "Igloo™" to boost their performance and further enhance business in the areas of Loyalty, Messaging, Alerting and Location-Based Advertising.

Press release – June 3rd 2014 – Calgary, Canada Intersec, a leading provider in telco Big Data solutions, is pleased to announce its partnership with Wmode, a Canadian based provider of app ecosystem software and managed services for network operators, connected device manufacturers, enterprises and the spectrum of devices that comprise the Internet of Things (IoT). The purpose of this agreement is to create a fully managed service for public safety and Location-Based advertising in North America.

Igloo™ is an enabler based on Intersec core technologies, including a highly efficient Big Data layer, storage, caching and rules engines, which can be shared across several applications. Its main feature is to collect all types of metadata from the CSPs' networks (OSS and BSS) in real-time. Igloo™ will help to optimize population alerts in seconds, as well as to enhance targeted advertising offers in real-time, based on a subscriber's location data. "This partnership strengthens our presence in North America and our ongoing commitment to deploy our solutions in this region" Brian Boulanger, US country manager.

"Wmode decided to collaborate with Intersec because of their well-known track record in the Geo location market and its continuous commitment to provide innovative solutions" said Emanuel Bertolin, CEO of Wmode, "This relationship extends the many years of success Intersec and Wmode have enjoyed in the past".

Yann Chevalier, Intersec's CEO adds: "We are thrilled to work hand in hand with Wmode. We believe that Igloo™ is the most relevant solution to address this market, especially to develop further Alerting services and Location-Based Advertising".

About Intersec

Intersec designs solutions that enable mobile operators to capture and monetize their network value through Big Data collection. Operators can then create new and innovative services. Intersec integrates its leading core network solutions to generate location intelligence revenue and to maximize customer value management, contextual engagement, and messaging traffic profitability. Our award-winning products are designed to efficiently implement loyalty & retention, value creation and cost optimization strategies for CSPs. Acclaimed by 60+ MNOs, Intersec technology enhances the experience of several hundred million subscribers worldwide and manages over a billion of smart events day after day. For more information, go to www.intersec.com; Follow us on our social media platform [@IntersecGroup](#), [LinkedIn](#).

About Wmode

Wmode provides app ecosystem software and professional services to connected device manufacturers, network operators, enterprises, and the spectrum of devices that comprise the Internet of Things (IoT). The company operates a suite of managed cloud services that include development, management, discovery, delivery and payment of apps, content, and consumer services in addition to recruitment and partner management. The company's products include AppCarousel, Affiliate Commerce Exchange, ReachPlay, Ingage, and Velocity. Wmode was recognized as one of the Top 100 Mobile companies by AlwaysOn and also as one of the fastest growing companies in North America on Deloitte's 2010 Technology Fast 500™. Founded in 2000, Wmode is a privately held company headquartered in Calgary, Canada with offices in Toronto and San Francisco. www.wmode.com



Intersec press contact

Marion Choppin

Marketing Director

[Tel: +33\(0\)155703356](tel:+330155703356)

Email: marion.choppin@intersec.com

Wmode press contact

James MacTavish

Marketing & Communications Coordinator

[Tel: 1-403-852-9495](tel:1-403-852-9495)

Email: james.mactavish@wmode.com