



Wichro Unveils ZKOUT: Transforming Mobile Devices into a New Social Networking Paradigm

ZKOUT uses new geographic positioning technology to enable mobile device users to send content in real time to other nearby users

PARIS, France and SAN FRANCISCO, December 10, 2007—At the Le Web 3 conference, Wichro, an innovator in social networking technology, today unveiled ZKOUT, a new social networking paradigm that enables users to transform their mobile devices into real time social networks. Using geographic positioning technology, ZKOUT is designed to enable users to send content in real time through the mobile web to other nearby mobile device or computer users based on the sender's physical location.

Unlike other social networking services, ZKOUT is based completely on geographic locations. Users interact by sending messages, photos and videos to one another through the ZKOUT network. ZKOUT's unique location-based software then notifies other mobile device or computer users in the vicinity that someone nearby has sent new content. Users can then connect live with one another based on common interests, creating a new way to build a social network.

Christian Wiklund, CEO and co-founder of Wichro, said, "Social networking has revolutionized the way people connect with one another, and it has become a mainstream communications vehicle. ZKOUT takes social networking to a whole new level. It enables users to express themselves through content as a way to creatively network with other like-minded people. If I'm at a park where skateboarders are shredding on a makeshift half-pipe, I can shoot a video, send it through ZKOUT and invite people nearby to check it out with me. Who knows—this could lead to a new lifelong friendship, or at the very least, a good time out with someone who has similar interests."

ZKOUT's technology is built from the ground up as a client service that is compatible with numerous mobile platforms. This enables users to access ZKOUT from virtually any mobile device currently available—all that is needed is the ability to send text messages or shoot photos or videos. Phones with more advanced functionality can leverage a more customized mobile web interface tailored to brand-specific features of these devices. ZKOUT's Web client enables computer users to use the service by logging in through the Internet.

Behind the scenes, ZKOUT uses a sophisticated framework to capture user information based on location. For example, ZKOUT saves information about a location from all users that have been there, such as what they did and whom they met, tagging all data geographically and chronologically. If a user arrives at this location, ZKOUT's back-end engine uses proprietary intelligent prediction algorithms to predict user actions and make suggestions based on the aggregate data. This can ultimately prompt users to engage in new experiences or meet new people by comparing their interests to that of others who have previously been in the vicinity.

Wiklund continued: "ZKOUT is ideal for everyone—friends meeting up with other friends, complete strangers seeking a new companion, and businesses wanting to attract new crowds. With ZKOUT, all you need to explore the world in new ways is your mobile, a little creativity and a sense of adventure."

For more information on ZKOUT, go to www.wichro.com/products/ZKOUT_en.htm.

Availability

ZKOUT is currently in beta testing and is expected to be available in Q1-2008.

About Wichro

Wichro Inc. was founded in 2007 to develop software products that take social networking to the next level. Armed with the belief that creating a community which leverages the inherent opportunities and simplicities of a mobile device would foster increased communication among friends, businesses and complete strangers, Wichro unveiled its first product, ZKOUT, in December 2007. For more information, go to www.wichro.com.

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