

Psiloc Connect Provides Seamless Switching Between Data Sources



Psiloc Connect provides seamless switching between WLAN and operator data connections. It also offers the option of use while roaming.

When a WLAN is available for use, why use up units of 3G, EDGE, or other operator data connectivity? On the other hand, who wants to be constantly setting and resetting their mobile phones to adapt to the most cost-efficient and/or fastest line available? 'Switching seamlessly between data connectivity sources should be the job of an intelligent piece of software, and that is why we created Psiloc Connect', says Wojciech Nowanski, chief operating officer (COO) of Psiloc, a company based in Warsaw, Poland. 'Psiloc Connect has a smart roaming setting to minimize your data charges when you are abroad.'

Psiloc Connect allows the user to set a single access point that tells his or her device to first try to connect via WLAN, and if that is not possible, then to use a 3G/EDGE operator connection as a backup access point. 'On an S60 3rd Edition device, it will create a new access point that it labels Psiloc Connect', says Nowanski. 'You simply instruct all of your applications to use this access point, and the rest is done automatically. You can even set several WLAN access points, and it will try them all before falling back to 3G. If you don't have a data plan through your operator, then you can tell Psiloc Connect to try WLAN, and if it doesn't find a WLAN access point, then it won't connect.' The application is available now from the Psiloc store (shop.psiloc.com), priced at about \$16 (about 10 euros). A 10-day free trial is also available.

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Psiloc Connect Business strategy

Psiloc Connect is the second best-selling application in Psiloc's online shop after Font Magnifier. 'We concentrate our efforts on reaching end users of applications that must be always connected/always on, such as Mail4Exchange', says Nowanski. 'Psiloc Connect is absolutely the must-have application for them because it makes their usage more comfortable and effortless.' Users do not have to change access points a few times a day anymore, and when they move locations, Psiloc Connect automatically connects them to their designated access point. Psiloc Connect also has been adopted by many Intellisync distributors in Western Europe who distribute the two products together as one unit to thousands of consumers.



Psiloc
Warsaw, Poland
www.psiloc.com



'Psiloc Connect has been approved for the Nokia Download! catalogue and listed on the S60.com trial index. That has doubtlessly helped us to get more publicity and resulted in a sales increase', says Wojciech Nowanski, COO of Psiloc.

Looking ahead

'Right now we see a great niche on the market in mobile social-networking services and custom business applications', says Nowanski. 'We are working on practical functionality of our solutions that other people have not considered yet. We want to keep our position in the market as the most innovative company by launching very competitive products and solutions that make our customer's life easier and more comfortable than they could have ever imagined.'

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Psiloc's history of Symbian development

Psiloc has been one of the pioneers of Symbian application development, going back to the company's founding in 1997, and its early work on the Psion OS platform. As Symbian devices were introduced and distributed worldwide, Psiloc furthered the art of language localizations on mobile devices. 'When Series 80 and S60 devices first came out, they were oriented towards Western European language sets. We expanded that to allow users in the Middle East and Asia-Pacific regions to use the devices in their own language and character sets', says Nowanski. 'In the Middle East, for example, this included Farsi, Arabic, and Urdu character sets.' For consumers in these areas, the ability to read and write text messages directly in their own character sets has helped expand usage of S60 devices overall.

A second breakthrough in Psiloc's development was the company's creation of the irRemote application, says Nowanski. The application allows consumers to control their TV sets, audio systems, and other infrared-equipped home systems from their S60 devices. 'Symbian technicians had told us that such an application could not be created, but we managed to do it anyway', he says. 'It is still one of the most popular applications that we have ever created.'

'Forum Nokia PRO is playing a significant role in helping Psiloc achieve its objectives in expanding our market for mobile data applications.'
— Wojciech Nowanski

Psiloc has built a reputation among mobile developers for coming out with innovative and useful utility software. Psiloc's Wireless Presenter software, for example, enables S60 device owners to play their Microsoft PowerPoint presentations on large projection screens for room-sized audiences by piping the presentations from the S60 device to a local PC via Bluetooth or infrared technology.

Over 2 million lines of code

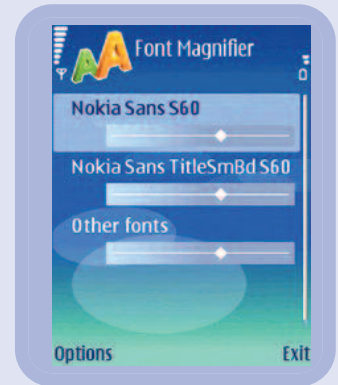
Through the years, Psiloc has built up a great deal of code that can be reused in other Symbian applications. 'Our source code repository contains more than 2 million lines of code. This is a huge knowledgebase', says Nowanski. 'It's a living database of examples, solutions, and architectural approaches. We moved smoothly from the 2nd Edition to the 3rd Edition, even before the 3rd Edition devices were available on the market', he adds. 'The best thing about the 3rd Edition is the improved compatibility between devices on the new platform. With the new appearance of S60 5th Edition, we plan similar developments.'

How Forum Nokia PRO helps Psiloc

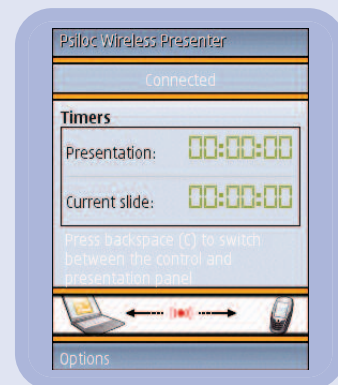
'Forum Nokia PRO is playing a significant role in helping Psiloc achieve its objectives in expanding our market for mobile data applications', says Nowanski. 'We appreciate that as a Forum Nokia PRO member we have access to certain prototype devices in order to facilitate application development and testing. This creates a great value for us in that we can test all applications on new models and stay one step ahead of the competition.' Forum Nokia has also helped Psiloc with its marketing efforts, he says. 'Psiloc Connect has been approved for the Nokia Download! catalogue and listed on the S60.com trial index. That has doubtlessly helped us to get more publicity and it has resulted in a sales increase', says Nowanski. 'What is more, every year we are invited to participate in special events organized by Nokia. I strongly believe that being a member of Forum Nokia PRO is the best way of networking and meeting prospective business partners.'

For more information, go to:

www.nokia.com/developer



Psiloc's Font Magnifier application allows users to see enlarged text on the S60 3rd Edition displays.



Psiloc's Wireless Presenter enables S60 device owners to play their Powerpoint presentations onto large projection screens for room-sized audience by piping the presentations from the S60 device to a local PC via Bluetooth or infrared technology.



Psiloc's irRemote allows consumers to control their TV sets, audio systems and other infrared-equipped home systems from their S60 devices.

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