



Faith Technologies takes on the market of services and multimedia tests for cell phones

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Specialized in the development of advanced audio technology, Faith Technologies is now positioning itself on the market for services and multimedia tests for cell phones by using its expertise in the value chain of mobile communications.

PR9.NET March 14, 2006 - Paris, March 14th, 2006: Faith Technologies, one of the world's leading global provider in audio and mobile technology development, is starting 2006 with a new growth strategy in France and in Europe. Faith Technologies is expanding its offer with innovative tests and services.

This unique approach takes into account the market's rapid and ongoing expansion, and is expected to cover most of the latest multimedia features enabled by emerging bearer technology –3/3.5G...– that allows manufacturers to make certain the flawless delivery by their terminals of commercial digital media contents available on the market, and carriers to be confident in the full integration of a unique user experience into the mobile devices. These contents including « mobile music » which continues to be in high demand, can literally shift gears of multimedia service traffics to the next level hence allow manufacturers and carriers to achieve their targets.

The French and European mobile phone markets have almost reached their saturation point in terms of penetration by exceeding 70 % of the population. In order to continue with their development, operators can take two significant approaches:

- Develop new service capable applications and technologies
- Improve the quality of the user experience to increase data transaction and raise the ARPU:

Faith Technologies' offering addresses the needs of both strategies. Faith Technologies is the world's expert in mobile audio experience covering enabling technology, implementation content creation tooling, consulting and support. Not to forget Faith group global entities include many of the main multimedia service providers in various regions, from which Faith Technologies, as a member of the Faith group, accumulates its multimedia distribution service know-how.

Three Major Areas of Expertise:

- Multimedia technology research and development; Terminal embedded solutions, server applications...
- Multimedia related consulting services; Carriers, MVNO, MVNE, Content Providers...
- Device testing: Manufacturers, Carriers, MVNO, MVNE, Content providers

A technology that adapts to different mobile platforms:

Faith Technologies, designs and implements hardware and software solutions to expand the audio functions of cell phones: polyphonic ring tones, audio clips... This company is with no doubt the world's expert in mobile audio technology and has developed an « audio engine » that offers multiple rich functions:

- A Synthesizer: A component capable of generating audio signals
- A Wavetable: Short samples are stored, and once combined can be used to recreate a sound generator's entire spectrum of sounds.
- The synchronization of images, texts and sound effects allowing rich multimedia features such as animated ringing tones, karaoke applications...
- The connection with 3D audio (surround and positioning) effects delivering an incredible experience with games on mobile phones.

Wavetable synthesizers developed by Faith Technologies offer all these different possibilities. The technology provided by Faith Technologies is scalable, and can adapt to various customizable hardware platforms. Offers from Faith Technologies would bring explicit advantages to network operators, cell phone manufacturers as well as MVNO providers and content service providers.

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About faith technologies

Part of the Faith Inc. group along with 15 other companies, Faith Technologies has bases in Paris as well as in Montpellier, and is comprised of about twenty-five people. The group specializes in the development of audio technologies as well as multimedia services. Faith Technologies stands out in three main areas: software development, consulting services and multimedia testing.

Website: <http://www.fr-faith.com>