PRESS RELEASE

Integra Services Launches Android ™ Competence Center

CTIA, Las Vegas and Bangalore, India – 23rd March 2010: Integra Micro Software Services (P) Ltd a leading Telecom and Mobility solution provider, today announced that it **has launched "Android Competence Center (ACC)"** in Bangalore, India. Integra proposes to offer rich application development and porting services on the rapidly evolving Android platform. It is also showcasing its recent work on Android migration of iMFAST embedded micro ATM, a popular device for Financial Inclusion in India, to Android environment based on ARM 9.The work involved complex application covering Biometrics, Smartcard, NFC, GPS, GPRS, Security and voice environment of "iMFAST".

The mobile industry is growing at a rapid pace, creating huge market opportunities for feature rich new devices and launching new value added services for Network Operators and ISVs. Android becoming the first fully customizable mobile platform, allows the developers community to develop and customize rich applications that will significantly lower the cost of development and distribution of mobile applications.

ACC would focus on offering professional software services to Independent Software Vendors (ISVs), Network Operators, handset/embedded device manufacturers (OEMs/ODMs /Design Houses) and silicon to port or migrate the existing application to the Android platform.

According to Mr. Ram Sirupurapu, Director, Integra Micro Software Services, "With our ACC, we would be able to help our customers to launch newer services and rich applications in both high-end as well as entry-level smart phones and embedded device by significantly lowering the cost and introducing it in the market in less time." He further adds" Integra has a long standing experience in the development of mobility applications and solutions for leading handset manufacturers and ODMs so Android competence center is a natural progression of service offering".

"We see lot of growth opportunities in the Android market. With our core competence in Open Source and multi platform development of mobile applications, the ACC would serve as a single point for handset manufacturers, operators and ISVs in expanding their product portfolio with variety of enriched applications and services that can be rapidly brought to the market" said Mr. Girish Prahlada, GM-Business Development.

Integra Micro Software Services (P) Ltd.

Integra Micro Software Services is a wholly owned subsidiary of Integra Micro Systems (P) Ltd. Integra has proven track record in providing product development and sustenance services to leading handset manufacturers, ISVs and Telecom infrastructure providers.

For more information, please visit www.integramicroservices.com .

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