



PRESS RELEASE

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MO-BIZZ project publicly presented in Future Network and Mobile Summit 2013

Lisbon, 5 of July. 2013 – MO-BIZZ was publicly presented for the first time in Future Network and Mobile Summit that took place in Lisbon, Portugal, 03 - 05 July 2013. The project has been launched in January 2013 and during the next three years will develop several pilots, showcasing the potential of mobile cloud as a productivity booster of EU companies.

The project is funded by the European Commission under the Competitiveness and Innovation Framework Programme (CIP) and brings together 10 partners from 7 member states. The platform developed during the MO-BIZZ project will offer advanced mobile services and business applications, fostering the use of existing network infrastructures. Through MO-BIZZ, emerging and growing SMEs will have the opportunity to build upon the platform and deliver demanding business applications, for instance, by using the unique aspects of the network (e.g., location, QoS) to differentiate and monetize new and enhanced mobile cloud services.

MO-BIZZ project was publicly presented in the Future Internet and Mobile Summit which took place in Lisbon, between the 3th and 5th of July. It was with great enthusiasm that MO-BIZZ was able to publicly present its goals and strategy. Focusing on convergence and innovation, supported by mobile broadband technologies the 22nd Future Network and MobileSummit aims at contributing to address the challenges of building the Future Internet Infrastructures,. MO-BIZZ main priorities are fully aligned with this vision:

- Launch a European cloud platform for business apps
- Build a strategic global approach to mobile cloud
- Develop efficient cooperation to create a vibrant community of developers

MO-BIZZ will involve two main communities of users:

- App developers and IT providers that want to easily deploy their business apps and access mobile network assets, with minimal effort, adding value to the services provided to their customers.
- Companies from key industries interested in understanding how to make the most of mobile cloud applications as productivity-boosters and wishing to adopt mobility as a way to enhance competitiveness.

Carlos Moura, Head of IT Infrastructure & Cloud Services at Portugal Telecom and MO-BIZZ technical coordinator, said: "With rising demand for cloud-based services, PT has developed strong relations with European service providers to expand and reinforce the company's existing cloud services in partnership with third-party vendors. We strongly believe that MO-BIZZ project is a great opportunity to start building a European cloud platform for business apps and a vibrant app developer community."



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