

Opera launches Opera Mobile Store

OSLO, NORWAY: Opera Software, a leading provider of mobile browsers around the world, has announced that the Opera Mobile Store is now open and available at mobilestore.opera.com.

This storefront is a featured Speed Dial link in the Opera Mini and Opera Mobile browsers, which is designed to make the storefront immediately accessible by more than 100 million people who use an Opera browser on their mobile phones. The store has been built and delivered through a strategic partnership with Appia, a leading provider of open application marketplace technology. The Opera Mobile Store offers both free and paid applications for virtually any mobile platform and device and is available to Opera users and users of other mobile browsers, on all popular mobile phone platforms in more than 200 countries. It uses Appia's storefront commerce technology and leverages a wide catalogue of applications for phones with Java, Symbian, BlackBerry and Android operating systems. The storefront experience is customised to each user's phone, providing a tailored catalogue based on the phone's operating system, local language and currency.

'An integrated storefront of mobile applications'

"The launch of the Opera Mobile Store supports Opera's core belief in an open, cross-platform mobile Internet experience by providing Opera users with an integrated storefront of mobile applications," said Mahi de Silva, EVP, Consumer Mobile, Opera Software. "Our partnership with Appia delivers to all Opera Mobile and Opera Mini users easy access to a wide variety of great content, on any device, all over the world."

To support the Opera Mobile Store, Opera Software has also launched the Opera Publisher Portal, providing developers with an easy way to get their applications onto the store and in front of millions of Opera users every month. In its pre-launch state, the Opera Mobile Store attracted more than 15 million users in February, from 200 countries, achieving more than 700 000 downloads per day. These metrics are claimed to establish the Opera Mobile Store as a top 10 mobile application store around the world.

For more information about Appia go to www.appia.com, or follow [@Appia](https://twitter.com/Appia).

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