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WEBALO GRANTED PATENT FOR USER PROXY; TECHNOLOGY INTEGRAL TO FUTURE OF ENTERPRISE MOBILITY INFRASTRUCTURE

*Patented technology enables ease and efficiency of mobile device interaction,
increasing flexibility and reducing cost of enterprise mobility deployment*

LOS ANGELES—January 18, 2012—Webalo, the leading provider of enterprise mobility infrastructure, today announced that the United States Patent and Trademark Office has issued Webalo US Patent 8,078,731 for its “user proxy” technology. This technology, created by Webalo’s CTO Seth Bruder and Chief Architect Jeff Greif, improves the ease and efficiency with which mobile devices interact with enterprises. The patent for this proprietary technology, which Webalo expects will become an indispensable part of enterprise mobility infrastructure and which the company already employs, will allow Webalo to continue to provide its customers with the most innovative and efficient enterprise mobility solutions available in the market.

User proxy technology provides flexibility, reduces cost and, on the front end, enables support for many device platforms. User proxy does this by enabling “modularity” in enterprise mobility solutions – it allows back-end systems, such as enterprise applications, to be engineered separately from front-end systems, such as user interfaces on a mobile device. This back- and front-end separation provides enterprises and system integrators with the ability to adapt, interchange, and reuse back-end application components without requiring corresponding front-end changes. The result is the ability to provide dramatically more usable and tailored mobile solutions to end users.

While there are numerous uses for this patented invention, in one important example, a back-end application sends a request to a server (the “user proxy”) to interact with a user. Each request specifies data or data types and the purpose of the requested interaction, but does not specify details about how user interaction is to take place. In response to this request, the server interacts with the user, via a mobile device and a user interface generated by the server, in a manner consistent with context information, at a time appropriate for the user. The server may then, if requested, respond to the back-end application, fulfilling the original request.

“User proxy technology is central to Webalo’s vision for computing,” said Peter Price, CEO of Webalo. “We have long known that the traditional approach of custom-building mobile apps doesn’t work for customers. It doesn’t scale. This is particularly a problem for customers with growing user demands and increasingly complicated requirements, including employees bringing their own devices to work. We believe this user proxy technology is an essential part of any infrastructural solution. This patent is an important component of Webalo’s intellectual property, and we will continue to employ and extend this invention in innovative ways.”

About Webalo

[Webalo](#) changes the economics of enterprise mobility. It provides the enterprise-to-mobile infrastructure that puts enterprise data and functions on mobile devices 100 times faster than traditional approaches to mobile

application development, and it provides personalized mobile capabilities that meet the individual needs of any end user.

Webalo technology eliminates the need for traditional mobile application development tools and custom programming to provide—in hours, instead of weeks or months—mobile access to the specific enterprise data and functions that mobile users rely on to do their jobs. Rather than build new mobile applications or purchase proprietary mobile versions of a vendor's enterprise applications, organizations can use Webalo to let administrators easily select, from their existing enterprise applications, the exact data and functions that mobile users need so they can work more efficiently and productively.

Founded in 2000, Los Angeles-based Webalo is privately held. Additional information about Webalo's products, customers, and partners is available at www.webalo.com.

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