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## WEBALO ENHANCES THE BLACKBERRY'S EASE OF USE IN OS 6

Navigation options and productivity-related use of color expand the smartphone's and its operating system's full potential as an enterprise-to-mobile computing platform

EDITOR'S NOTE: Screenshots available at <http://bit.ly/aq0lqL>

LOS ANGELES - September 27, 2010 - [Webalo](http://www.webalo.com), which eliminates programming to make it easy to connect mobile users to the enterprise applications and data they rely on, has now made it even easier for BlackBerry users to interact with these enterprise applications. In conjunction with the BlackBerry Developer Conference 2010, Webalo has introduced an enhanced user interface (UI) that makes BlackBerry's new OS 6 simpler and more intuitive to use. The enhanced UI is also compatible with older BlackBerry OS versions back to 4.1.

"All of the changes we've introduced work with BlackBerry's OS 6 to give users more flexibility," explains Webalo's CTO and co-founder Seth Bruder. "We've shown it's possible to take BlackBerry user interfaces to the next level - presenting visual cues and automatically organizing complex information into hierarchies with intuitive controls and animation that let users navigate through their data as though they were navigating through a physical space."

Though BlackBerry smartphones dominate the corporate, enterprise marketplace, and the new OS simplifies device management, the use of BlackBerry smartphones as laptop alternatives has been limited by companies' slow roll-out of enterprise-to-mobile capabilities.

Many of Webalo's customers are standardized on BlackBerry. Yet, according to Webalo's CEO Peter Price, "Those customers hadn't extended their enterprise capabilities to users' mobile devices because the cost of traditional mobile application development was prohibitively high." Once they learned about Webalo, however, they were able to establish bi-directional, transactional access in hours.

The feedback from users, however, reflected their frustrations with the limitations of the smartphone UI. "Enterprises understand the value of accessing applications on their BlackBerrys," Bruder states. "But they also have distinctive needs that are especially challenging on mobile devices. Individual users need to interact with

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complex data yet still need a user experience that has the level of simplicity that they have come to expect from less-data-intensive consumer applications and email. We exploit the features of OS 6 to meet those needs.”

Price observes, “BlackBerrys are fabulous devices, but their potential as enterprise gateways isn’t fully realized. When it is, as Webalo’s BlackBerry-based customers have discovered, there’s been a gap between the expanded power of smartphone access to the enterprise and the limited power of the out-of-the-box BlackBerry interface. With Webalo’s enhanced interface, we’ve bridged that gap.” More information is available at [www.webalo.com/pr/BBOS6.html](http://www.webalo.com/pr/BBOS6.html).

## ABOUT WEBALO

Webalo changes the economics of enterprise mobility. It provides the enterprise-to-mobile infrastructure that puts enterprise data and functions on smartphones 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 smartphone 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.

Webalo - available in hosted and virtual appliance versions - lets non-IT business administrators easily and rapidly configure the connections between smartphones and enterprise apps from vendors such IBM, Oracle, SAP, and Microsoft, as well as from in-house applications. Then, in seconds, Webalo conforms the settings to the native user interface of any Android, BlackBerry, iPhone, Symbian, Windows Mobile, or Java-enabled smartphone.

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](http://www.webalo.com).

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