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WEBALO BRINGS ENTERPRISE-TO-MOBILE SPEED AND SIMPLICITY TO WES
The Webalo Mobile Dashboard (MD2) fast-tracks enterprise-to-mobile projects by eliminating the coding, waiting, and cost of traditional mobile application development

LOS ANGELES, CALIFORNIA - APRIL 20, 2010 – Webalo changed the world's approach to enterprise-to-mobile reporting when it introduced the Webalo Mobile Dashboard two years ago. The most recent version – MD2 – replaces the coding, waiting, and cost of traditional mobile application development with an easy, fast, step-by-step process that connects smartphones to any enterprise database, report, XML Web service, or website in just a few hours.

At this year's Wireless Enterprise Symposium, the annual BlackBerry conference and tradeshow, Webalo will be showcasing those capabilities in Booth 110. Attendees will see how MD2 makes it possible to select the exact enterprise content and functionality that each individual or group of users needs and deliver it to any BlackBerry 100x faster than is possible with traditional approaches.

During a demonstration at WES on Tuesday, April 27, 2010, at 11 a.m., Webalo CEO Peter Price will show how it's possible to go from "Enterprise-to-Mobile In Minutes." Attendees will be able to see how quickly and easily they can access the Webalo Mobile Dashboard, establish connections to any enterprise resource without the need for SDKs or IDEs or specialized programming skills, and deploy to any BlackBerry smartphone in seconds. They will also get a preview of what's coming in the next version.

The speed and simplicity of MD2, by eliminating the time and high-cost man-hours of traditional development, helps companies achieve their mobile objectives at a fraction of the usual cost. To enhance those savings, Webalo is offering new incentives at WES to IT managers who oversee mobility initiatives. Anyone interested in meeting with Webalo during WES to discuss these incentives should contact Rob Edenzon at 310.828.7335 x814 or redenzon@webalo.com.

About Webalo

The Webalo Mobile Dashboard 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's Mobile Dashboard 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.

The Webalo Mobile Dashboard - available in hosted and virtual appliance versions - lets non-IT business administrators easily and rapidly configure the connections between enterprise apps and smartphones and then, in seconds, conforms the settings to the native user interface of BlackBerry, Windows Mobile, Android[1], iPhone/iPad[2], Palm, Symbian, and Java smartphones and Flash-enabled browsers.

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/pr/WES2010.html .

[1]Available April 2010 [2]Available June 2010

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