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O₂ launches smartphone developer platform BlueVia and other apps

MUNICH. Starting in the summer of 2011, Telefónica O₂ Germany will be offering the developer platform BlueVia. Software developers will be able to use it to develop smartphone apps as well as web services and desktop applications and offer them to the more than 264 million Telefónica customers worldwide. O₂ is also introducing two new apps: smartphone users can soon download the O₂ Best Shop App for mobile bargain hunting and the O₂ More App for planning visits to concerts and events.

Apps make everyday life easier for smartphone users, and are thus becoming increasingly important. "We offer our customers comprehensive service," says René Schuster, CEO of Telefónica O₂ Germany. "This is why we develop our own apps and use BlueVia to ensure that our customers benefit from innovative development ideas." O₂ got started with its own apps with the service app Mein O₂ which was downloaded 150,000 times in just ten months.

The O₂ Best Shop App now being introduced makes it possible to conveniently shop with a mobile phone, regardless of time and location and makes bargain hunting easier: It shows the user an overview of discount coupons being offered by local retailers in his surrounding area. If users decide to shop in one of these stores, they will receive the displayed discount if they select the corresponding coupon and show it at the cash register on the mobile phone screen. In addition, the Best Shop App helps with scanning in and comparing prices with a mobile phone. O₂ is making the Best Shop App available together with the partners Coupies, billiger.de and DailyDeal. It runs on the Android operating system and on the Apple iPhone.

The O₂ More App provides a comprehensive range of offerings for fans of events and concerts: It allows users to access concert and event tickets. The app can be used to automatically display upcoming events, search for specific events and artists, and set alerts for favourite events. Users can then order tickets directly online. What is special for O₂ customers is that they can obtain tickets 48 hours before they officially go on sale via a separate login. The O₂ More App runs on all iPhones, and there are plans to make it available for other smartphone operating systems.

Further information is available at <http://o2.de> and at <http://o2advertising-services.de>

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Telefónica O₂ Germany GmbH & Co. OHG Georg-Brauchle-Ring 23-25 80992 München Deutschland www.o2.com/de

Ust.-Id.-Nr. DE 811 689 638. Amtsgericht München HRA 70343. Gesellschafter: Telefónica O₂ Germany Management GmbH, Amtsgericht München HRB 109061 und Telefónica O₂ Germany Verwaltungs GmbH, Amtsgericht München HRB 121389, beide ebenda.
Geschäftsführer beider Gesellschafter: René Schuster, Vorsitzender, Andrea Folgueiras, Markus Haas.
André Krause, Joachim Kugoth, Jens Prautzsch, Johannes Pruchnow, Peter Rampling, Lutz Schüler, Robert Simmeth, Michiel van Eldik, Carsten Wreth.



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Further information:

Telefónica O₂ Germany GmbH & Co. OHG
Press Relations
Albert Fetsch, press spokesman
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1220
f +49 (0)89 2442-1209
e albert.fetsch@o2.com

www.o2.de/presse