

Press release

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Global developer platform from Telefónica: BlueVia launches in Germany

- Software developers are given a share of Telefónica's sales
- Soon, most of the 295 million customers will be accessible

MUNICH. Telefónica is opening up its BlueVia developer platform for Germany as well now. Software companies in Germany can register as a developer for BlueVia and O₂ customers can download the first BlueVia apps on their smartphones. Telefónica gives each company that integrates the new BlueVia features into their apps a share of the sales generated from SMS and MMS.

"With BlueVia, software developers can develop smartphone apps as well as web services and desktop applications, and soon they'll be able to offer them to most of the 295 million Telefónica customers worldwide," explains Michiel van Eldik, Managing Director of Wholesale and Partner Management at Telefónica Germany. "As part of that, developers can use not only our mobile network functions like SMS and MMS, which in the past they were prevented from doing. They will also be able to participate in a share of the earnings from it."

As much as 20 percent of the sales will go to the software developers. As a result, they will see steady earnings even after the sale of their apps. This model is also available for use in Germany now. The first BlueVia apps for desktops, the Web or smartphones are already appearing on the market. For example, O₂ customers can download them from the Android Market or the marketplace for Windows Phone 7.

The development of such software is recommended for smaller companies in particular. Indeed, large companies have already been able to access the mobile services of network operators via electronic interfaces. However, long-term contracts and a sizeable minimum volume were required when sending SMS, for example. These hurdles are being eliminated with the global BlueVia platform because now even smaller companies and individual developers can use the same services without any complications.

In just a few weeks Telefónica will be providing even more interfaces for its networks. The advantage for developers has to do with the fact that they will receive not only 70 percent of the earnings from the sale of their BlueVia apps via the O₂ App Shop. They can also achieve additional sales for many years as the result of dispatched SMS messages, advertising in the apps or other Telefónica earnings. The only thing



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developers have to do is register as a developer at <http://bluevia.com/> and submit their software for inspection and activation.

Telefónica Germany GmbH & Co. OHG and its brands O₂ and Alice belong to Telefónica Europe and are part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. According to a network test by "connect" magazine (edition 12/10), the O₂ network is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result the company is on second position. Telefónica Europe has more than 57 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

Further information:

Telefónica Germany GmbH & Co. OHG
Press Relations
Markus Oliver Göbel, press spokesman
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1280
f +49 (0)89 2442-1209
e markus-oliver.goebel@o2.com

www.telefonica.de/presse