



## **LEIKI AND SINA.COM LAUNCH ADVANCED CHINESE MOBILE NEWS SERVICE**

**Helsinki, March 13<sup>th</sup> 2006** – Finnish personalisation technology provider Leiki has implemented a Chinese news application that matches local taste for Sina.com, a leading online media company and value-added information service provider in China. The Sina.com news application is an advanced implementation for Symbian platform. It combines more than a dozen news feeds from Sina.com and an index menu where the news can be browsed by categories.

With the help of Leiki's unique adaptive personalisation technology users can easily find the most relevant information. Simply by reading news, the service will learn the user's interests and personalise the article selection. The personally interesting news are collected from all feeds to 'my news' view and are delivered also via a scrolling ticker. The ticker is integrated with the handset operating system and allows reading of personal headlines with a 'zero-click approach'.

The Sina.com news client is Leiki's first implementation for the Chinese market. The application is preinstalled on the Nokia 6708 handset and is distributed in mainland China, Hong Kong and Taiwan.

"Sina.com is an excellent partner for the first high-profile production launch of our personalisation technology in the vast Chinese-speaking market. We are very excited to enable Asian people to receive personally relevant information effortlessly!", said Petrus Pennanen, CEO and founder of Leiki.

### **About Leiki**

Leiki Ltd provides software technology that automatically personalises content and community services. Leiki products are based on personalisation technology that automatically learns the user's preferences. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list.

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