



## LEIKI VIRTUAL AGENT DISTRIBUTED BY JAMBA

**Helsinki, December 16<sup>th</sup> 2005** – Finnish mobile services developer Leiki enters new markets with a Virtual Agent™ Java game. Developed with guidance from Europe's leading mobile entertainment portal Jamba, the application uses Leiki's artificial intelligence technology for natural language understanding and dialogue. The user simply types questions and comments in his own words and the software analyses the input to choose the best-matching dialogue. What the user says to the character will determine how he moves on in the game. The Virtual Agent™ remembers earlier conversations topics and can have a personality as well as feelings.

The Virtual Agent™ application delivered through Jamba is the first stand-alone Java MIDP application with Leiki Targeting personalisation engine. This implementation allows Leiki's patented artificial intelligence technology to be used widely in the booming downloadable Java games market. Previously, the technology has been mainly delivered to corporations for use under their brands.

Jamba is distributing the application in European countries with TV advertising. There are currently two versions available with either English or German content.

“Our team is very happy to have made our first entry into the downloadable consumer application market through Jamba, the best possible distribution partner. The Virtual Agent implementation is also a technological breakthrough as implementation of our full technology in Java MIDP wasn't possible before,” states Dr. Petrus Pennanen, CEO of Leiki.

“Jamba is excited to work with the highly innovative Leiki team to bring the casual fun-applications market to a whole new level of sophistication.” says Thomas Richter, Director of Content Sourcing at Jamba.

### **About Leiki**

Leiki is a leading developer of intelligent web and mobile services that are easy to use and provide the most interesting content to each individual user. 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 listed as one of the top 100 European technology companies by Red Herring magazine. Additional news and information is available at [www.leiki.com](http://www.leiki.com).

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### **About Jamba/Jamster and VeriSign**

Jamster International Sarl, a wholly owned subsidiary of VeriSign, Inc., operates one of the world's largest off-deck catalog of premium mobile content, including music, graphics, games and community services, which can be ordered using a short messaging service, and is distributed to carriers and consumers worldwide. Through VeriSign's Intelligent Communications, Commerce and Content Services, the company delivers content on-boarding, license aggregation, formatting, catalog management, mediation, subscription management,

rating and billing and payment integration. Additional news and information is available at [www.jamster.co.uk](http://www.jamster.co.uk) and [www.verisign.com](http://www.verisign.com).

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