



## Press Release

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Contact

**Robert Turrall, Director of Marketing**

**info@softwired-inc.com, www.softwired-inc.com**

## **Softwired to demonstrate Wireless Java Platform for Interactive Portals with Intel**

**Swiss-based Softwired today announced plans to demonstrate Hayabooza, a complete e2e (end-to-end) Wireless Java Platform for Interactive Portals with Intel at the forthcoming Intel Developer Forum in May and JavaOne Conference in June. The announcement comes as a result of an initiative where Softwired and Intel are working together to improve the availability of wireless e-business applications and tools.**

Designed and developed by Softwired, Hayabooza is a wireless messaging solution written purely in the Java language. It provides personalized, instantaneous access to important information (stock-, news-, email-, calendar-alerts, etc.), in real-time, through a "task-oriented" graphical user interface. Also, Hayabooza supports the reliable delivery of "wireless forms" from a mobile device to a server application, in spite of network disconnects due to network coverage.

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Hayabooza implements a “store-and-forward” communication model atop various wireless bearers. Applications deployed on the Hayabooza platform thus function reliably and efficiently in spite of sudden changes in network coverage, which happens frequently in wireless environments.

Hayabooza is industry’s first e2e (end-to-end) Java application platform. It is based on accepted industry standards:

- J2EE (Java-2 Enterprise Edition) in the data center
- PersonalJava or J2ME (Java-2 Micro Edition) on the mobile device
- Packet-oriented wireless bearers such as GPRS, UMTS, Mobitex.

The Hayabooza client application runs on communicator devices based on Microsoft’s PocketPC and Symbian’s EPOC operating systems.

The Hayabooza server application runs on high-end, Intel-based servers, such as those based on the Itanium™ or Xeon™ Processor Family.

Softwired CTO, Dr. Silvano Maffei: “Hayabooza is a unique services-based framework which eases the development of highly-interactive wireless Java applications. That is its core strength. We connect mobile devices to the data center and transport rich information using a “push” or a “store-and-forward” approach. Hayabooza can be integrated with, for example, third-party location-, profiling-, and billing systems”.

“Scalable and highly available Intel-based servers are perfect for wireless server applications such as Hayabooza,” said Raghu Murthi, Director of Marketing for Intel’s Enterprise Platform Marketing group. “As Intel-based servers continue to become more popular in the Telecommunications and Wireless industries, we will work closely with companies such as Softwired to provide customers top performance at an affordable price.”

Hayabooza is based upon the combination of iBus//MessageServer, iBus//MessageBus and iBus//Mobile from Softwired. iBus//Mobile, industry’s only e2e wireless-enabled Java Message Service (JMS) middleware, acts as the “bridge” between the data center and the masses of mobile devices. JMS dramatically simplifies the development of inter-connected applications, which are scalable, fault-tolerant, secure, and easy to maintain.

### **Hayabooza Server Side:** Software Components



- Written purely in the Java language.
- The data center features a location service, a profiling service, accounting service, and application-specific services (chat, m-commerce transactions, wireless ads).

#### Hardware Components

- Intel® Itanium™ processor family based server or Intel ® Pentium III Xeon™ Processor – based server

#### **Hayabooza Client Side:**

##### Software Components

- Written purely in the Java language
- Highly interactive graphical user interface featuring location based services, wireless chat, people tracking tool, and buddy lists. Can be extended with new types of applications.
- PersonalJava Virtual Machine. Performance and response times are said to be excellent, with users report they see no difference to "native" Windows CE applications.

##### Hardware Components

- Intel's StrongARM SA-1110 32-bit RISC Processor – based PDA (Personal Digital Assistant)

The Itanium Processor Family or the Pentium III Xeon offers an unmatched price/performance ratio for deploying the Hayabooza server software. A single-CPU Itanium or Xeon machine can sustain thousands of concurrent Hayabooza enabled devices. A Hayabooza deployment may consist of multiple Itanium or Xeon-based servers, and can be scaled smoothly and seamlessly by adding further servers to a running Hayabooza system.

"We expect a massive increase in scalability for Hayabooza by taking advantage of the Itanium Processor Family platform, currently being tested internally by Softwired", says Maffeis, "with even better performance and user experience expected with the upcoming Intel xScale architecture".

A live demonstration of the Hayabooza platform running on Intel Architecture and a training session on Softwired's JMS solutions can attended at the Intel Developer Forum, May 17 – 18 in Amsterdam - <http://www.intel.co.uk/english/events/idfemea/index.htm>

Also, come see Hayabooza at Softwired and Intel during the JavaOne Conference in San Francisco June 4 –8.

**About Softwired**

Softwired, based in Zurich, Switzerland is the leading supplier of highly scalable JMS technology for Intranets, Extranets and Internet and end-to-end wireless/embedded solutions. Customers include such leading organizations as eBay, UBS, the US Air Force, TALLÁN, Xerox Corporation, Siemens, Swissair, Northrop Grumman and LivePerson. iBus is used in a wide variety of applications from financial trading, telecommunications systems management, document distribution to the management of customer support sessions.

Softwired is a privately held, venture capital funded company which can be contacted at [info@softwired-inc.com](mailto:info@softwired-inc.com), +41 1 445 23 70 or on the web at :<http://www.softwired-inc.com>.

**About Intel:**

Intel, the world's largest chipmaker, is also a leading manufacturer of computer, networking and communications products. Additional information about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom).