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## **Jolla announces first Sailfish OS licensing partner Intex Technologies, one of India's biggest smartphone vendors**

- ***Sailfish OS 2.0 now available for licensing partners worldwide with scalable 4G LTE reference platform***

**Shanghai, China, July 16, 2015** - - Jolla Ltd., the Finnish mobile company and developer of open mobile operating system Sailfish OS, today announced that the world's first Sailfish OS licensing partner is Intex Technologies, currently the second largest smartphone maker of Indian origin. Jolla also introduced that Sailfish OS 2.0 is available on an optimised and scalable 4G LTE reference platform.

**As part of Jolla's BRICS country strategy, Jolla also announced the formation of Sailfish India, a regional mobile ecosystem for India together with leading Internet and online sales companies Times Internet and Snapdeal.**

With the release of Sailfish OS 2.0, the next generation version of its mobile operating system, Jolla is now set to license its OS to device vendors globally. To enable quick time-to-market for licensing partners, Jolla has developed a range of optimised Sailfish OS hardware platforms from Qualcomm's Snapdragon 200/600/800 configurations, a highly scalable mobile processor family offering 4G LTE to everyone in all price ranges.

The world's first licensing partner to utilise the Sailfish OS 2.0 platform is Intex Technologies, second largest smartphone vendor of Indian origin, who will bring Sailfish OS based products to the market later in 2015.

### **Sailfish India: creating a true alternative Indian mobile ecosystem**

At the same time, Jolla announced 'Sailfish India', a regional mobile ecosystem initiative with first partners including Intex Technologies; Times Internet, the largest digital network in India; and Snapdeal, India's largest online marketplace.

The aim for Sailfish India is to develop a unique Indian mobile ecosystem, which will lead to greater differentiation in the market with more choices for consumers, higher user satisfaction and better revenues for local businesses. Further Sailfish India partners will be announced later.

Dr. **Antti Saarnio**, Executive Chairman of Jolla comments: "In our BRICS country strategy we have been proceeding fastest in India, which is one the most important markets in the future of mobile. We have seen a lot of interest among Indian device vendors, digital

media houses, and mobile operators, and they all are very keen to work with an alternative to the currently dominating mobile operating systems. India deserves its own regional mobile ecosystem, an open platform, which supports local Indian services and businesses.”

“We are very excited to partner and work with Intex Technologies, a challenger and now a leader in its own field in India. We see Intex as a fast moving, growth company that is ready to disrupt the market just like Sailfish OS. Also, we are thrilled to have our new content, and e-commerce partners Times Internet and Snapdeal join the movement.”

Mr. **Sanjay Kalirona**, Head of Mobile Business, Intex Technologies comments: “We are very excited to be the world’s first licensing partner for Sailfish OS. We look forward to utilising the great user experience of the next generation Sailfish OS 2.0 in our products. Together with the Sailfish India ecosystem partners we believe that we can provide an exciting alternative for smartphone lovers in India and later globally as well. With an open platform like Sailfish OS we have a magnificent opportunity to offer great locally relevant premium content to our customers, all integrated directly into the smartphone’s operating system.”

### **PartnerSpace: prominent location for local Internet services**

Sailfish OS 2.0 offers PartnerSpace, a premium location directly in the OS for various local services. With specific revenue sharing models it can support local businesses and services in unseen ways.

Online shopping is nowadays mostly used through apps in mobile devices. By integrating India’s largest online marketplace Snapdeal to a prominent location in the Sailfish OS user interface, it will drive value for both Snapdeal and consumers by making online purchases just a swipe away.

**Karan Khara**, VP Strategic Alliances, Snapdeal comments: “Mobile is driving the online commerce growth in India; we see more than 75% of our sales coming through the mobile platform. We are very excited to be a part of another first by Jolla and are confident that the Sailfish India ecosystem will receive a great response from users across the country.”

Indian consumers love music and cricket. Sailfish India partner, Times Internet, is the largest media house in India and has the best services in these areas, with services like Gaana.com and Cricbuzz.com, which can be made available to consumers with a single swipe.

**Pratik Mazumder**, Marketing Head, Times Internet comments: “We believe that the way Sailfish OS is enabling services to be more prominently present in the user interface of the operating system offers both consumers and content owners great new advantages. Especially when our services like Gaana.com and crizbuzz.com will be a part of their partner zone, a premium location in the OS. We’re honored to be a part of the Sailfish India ecosystem, providing exciting content to the Indian smartphone users”.

Antti Saarnio continues: “We strongly believe that services, which are integrated on the OS level in a prominent location will get ten times more user exposure and will generate multiple times higher user revenues (ARPU). Sailfish OS user interface is designed to

support higher ARPU generation for our content and e-commerce partners. With Intex devices combined with quality content from Times Internet and Snapdeal this new business concept is going to have a world premier in India. Jolla is proud to be in the frontier with its Indian ecosystem partners, and introduce new business models for the whole mobile industry.”

## **Sailfish OS 2.0: award winning new user interface**

With the upcoming 16<sup>th</sup> software update, the Sailfish platform matures to Sailfish OS 2.0. The biggest software update to date introduces a totally new and visually refreshed user interface, which is fast and easy to use, enhancing the flow of the OS dramatically, and making the user interface designed for live multitasking even more effective than before. Sailfish OS 2.0 was first introduced on the Jolla Tablet prototype, which, even in an early phase, won an award for Best Tablet of MWC 2015.

Sailfish OS 2.0 also introduces e.g. improved Android application compatibility and browser experience, smoother transitions throughout the OS and overall improved stability and performance. The update makes the daily use of the OS even faster and smoother.

Read more about Sailfish OS 2.0 in the Jolla blog <https://blog.jolla.com/next-pipeline-sailfish-os-2-0/>

## **Meet us in Mobile World Congress Shanghai 2015**

Jolla and Intex Technologies are showcasing a reference device platform for Sailfish OS 2.0 in MWC Shanghai July 15-17. The Intex booth is located in Hall W5 Stand W5.G110.

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Please see [www.jolla.com/press](http://www.jolla.com/press) for further Jolla press materials.

### **About Jolla Ltd.**

Jolla Ltd., the mobile company from Finland, is the developer of Sailfish OS, the open mobile operating system. The first Sailfish OS mobile product, the Jolla Smartphone, was first introduced in November 2013 and it is currently available in Europe, Hong Kong, India and Russia. In November 2014 Jolla introduced the Jolla Tablet, set to hit the markets in H2/2015. In July 2015 Jolla announced the first Sailfish OS licensing partner Intex Technologies, who will introduce Sailfish OS based product later in 2015.

Jolla was born in 2011 out of the passion of its founders towards open innovation in the mobile space, continuing the heritage of Nokia and MeeGo. Sailfish OS, the Jolla Smartphone and Jolla Tablet are designed and developed in Finland.

Jolla Ltd. has offices in Helsinki (HQ) and Tampere, Finland and Hong Kong.  
[www.jolla.com](http://www.jolla.com)

**About Intex Technologies (India) Ltd.**

A diversified Technology Firm with a turnover of Rs4000 Crs and 6000 employees, Intex has been in business for over two decades and is a major player in the mobile handsets, consumer durables and IT products. Intex is well entrenched in the country's geography via a network comprising of 1100+ distributors and 80,000+ dealers, besides a presence in organized retail chains and e-commerce sites. The company has state of the art manufacturing facilities in India and China, which produces products in line with latest global standards. The company also has a strong focus on Research & Development with advanced R&D center in New Delhi.

<http://www.intex.in>

**About Times Internet**

Times Internet (TIL), the largest Indian Internet Network, is the digital venture of Times of India Group, India's largest media and entertainment group. TIL websites are among the fastest growing Web / Mobile based networks worldwide. Since its inception in 1999, Times Internet has led the Internet revolution in India and has emerged as India's foremost web entity, running diverse portals and niche websites.

<http://www.timesinternet.in>

**About Snapdeal**

Snapdeal's vision is to create India's most impactful digital commerce ecosystem that creates life-changing experiences for buyers and sellers. In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, with the widest assortment of 12 million+ products across 500+ diverse categories from thousands of regional, national, and international brands and retailers. With millions of users and 150,000 sellers, Snapdeal is the shopping destination for internet users across the country, delivering to 5000+ cities and towns in India. With its acquisition of Freecharge in 2015, a leading mobile transactions platform, Snapdeal has become the largest mCommerce company in the country. In its journey till now, Snapdeal has partnered with several global marquee investors and individuals such as SoftBank, BlackRock, Temasek, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, Mr. Ratan Tata, among others.

[www.snapdeal.com](http://www.snapdeal.com)