



BigTinCan Partners with Cellmania to bring its apps to over 200M additional users

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Cellmania is a US-based global directory of mobile applications, which counts the likes AT&T, Telstra, Orange, T-Mobile and SprintNextel as carrier partners.

"We are very excited to be able to work with Cellmania", said David Keane, CEO BigTinCan, "this agreement allows more users around the world to get access to our range of smartphone solutions in an easy to purchase and install way".

Starting today, the BigTinCan BuzzMe family of apps and Mapper family of smart phone apps are available for download and purchase through the Cellmania system.

BigTinCan now has over 2 million smartphone app users globally, and has topped the charts as the No 1 paid application, and one of the top 5 free applications on the RIM AppWorld for the past 4 months.

"We are very glad to welcome aboard BigTinCan to the Cellmania world", said Dr. Ronjon Nag, CEO and Co-Founder, CEO Cellmania, "we believe that this is another step in bringing the best smartphone apps to our carrier partners and our millions of end users worldwide".

Meanwhile, BigTinCan's international growth is also set to be accelerated with news that BigTinCan Mapper for BlackBerry is now being available in India and South East Asia. These are areas that have traditionally been difficult to map for the existing commercial mapping players. Using BTC Mapper, users can contribute directly to OpenStreetMap - the Wikipedia of Maps - and improve the world map. "We expect to get hundreds of thousands of new users contributing to OSM with in the next 12 months" said David Keane

BigTinCan apps are now available for download using from the phone at the service address of the relevant partners.

About Cellmania

Cellmania drives mobile ecosystems for mobile operators, infrastructure providers and content owners. Cellmania's integrated mFinder™ solution provides infrastructure on either a licensed or hosted basis to allow digital rights management of downloaded content onto mobile phones, subscription billing, time and location based content management and billing integration onto customer bills. Cellmania's mFinder™ solution is used as a full end-to-end delivery and ecosystem solution for some of the world's largest mobile operators. Cellmania also provides the world's largest repository of mobile content consisting of over 200,000 items across 200+ handsets from 100+ countries in 55+ languages. Content owners can provide their wares to Cellmania to distribute across Cellmania mobile operator and other distribution channels with a win-win business model. Cellmania provides content in many different media types including ringtones, java content, browseable content and video files.

Founded in 1999, Cellmania is based in Mountain view, California.

About BigTinCan

BigTinCan is a smartphone systems developer operating BigTinCan Connect our global overlay telco network, BigTinCan Maps our OSM linked mapping service, and BigTinCan BuzzMe our wildly successful smartphone application.

With over 2 million users worldwide on our suite of iPhone, BlackBerry, Android and Windows Mobile platforms, BigTinCan is a global leader in smartphone systems and services.