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FOR IMMEDIATE RELEASE

Punchcut to Present Insights From User Research Study on Mobile Social Networking at BREW 2007 Conference

User Interface Design Firm to Reveal Strategic Insights and Design Considerations for Emerging Mobile Dimension

SAN FRANCISCO, CA – June 1, 2007 – Punchcut®, a leading user interface design and development firm that specializes in enhancing the mobile user experience, today announced it will host a business session at QUALCOMM's BREW 2007 Conference entitled, *User Insights into Mobile Social Networking*, on Friday, June 22 at 1:45 p.m. Nancy Broden, interaction design director at Punchcut, will offer critical research findings from a Punchcut-sponsored qualitative study researching how and why users choose to engage in social networking behaviors on their mobile devices. Punchcut will draw upon the study's findings and the firm's collective experience to highlight key opportunities in the evolving mobile social networking environment and the considerations that will guide the success of community-driven technologies. In addition, Punchcut will showcase its products in booth #63 at BREW 2007, being held June 20 - 22 in San Diego.

"Social networking is a hot topic right now, so we wanted to understand how different devices fit into the context of how people network," said Broden. "For mobile devices, the technology is evolving beyond a simple communication tool enough to effect how these activities are performed. When people have a device with them at all times, it gives them a unique medium to stay up-to-date with their networks."

"We are pleased to share our findings on the insights surrounding mobile social networking with the BREW® community," said Ken Olewiler, managing director at Punchcut. "Life is mobile and we are committed to helping the industry understand how the mobile lifestyle plays out in real-world contexts."

"Social networking, like most mobile interactions, relies on an ecosystem of user-dependent inputs that transcend a given device or application," says Broden. "Understanding the key distinction and the triggers that drive usage, is an essential step in the design process. You want to develop something that fits into someone's way of life."

BREW solutions change the way people relate to wireless data services. By enabling the discovery and delivery of high-value content, BREW creates opportunities for the wireless industry to enhance consumers' mobile data experience. QUALCOMM's comprehensive and targeted BREW Signature Solutions offer reduced time to market and lower capital investment for companies providing mobile products and services. Customers also can benefit from several modular BREW offerings, including uiOne™, deliveryOne™ and QPoint™, which provide the foundation for customer-differentiated wireless data capabilities.

About Punchcut

Punchcut is a user interface design and development company specializing in improving users' experiences with mobile devices. Punchcut provides strategy, design, and development services from original user research and usability studies to the complete design and development of custom interfaces and applications. Punchcut's clients span the wireless industry, including operators, device manufacturers, application developers, and leading entertainment brands. Punchcut partners with clients to create solutions that engage customers, streamline transactions, and enhance mobile user experiences.

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