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Press Release

Firefox[®] SMS Systems Introduces Saviour for Cell Phone Contacts

SaveCell[®] preserves contacts automatically for everyday mobile phone users and gets them back when cell phones are damaged, lost or stolen. New service can also remotely remove phonebook contents in stolen phones to help prevent data and identity theft.

Redditch, UK – 20th June 2009: Firefox SMS Systems, the mobile security company, today launched a new solution allowing users of everyday mobile phones on any cell phone network to secure the contents of their contact lists simply, securely, immediately and inexpensively. The SaveCell[®] software is available for commonly used mobile phones including Nokia, Panasonic, Samsung and LG and is free with the SaveCell Vault secure storage service. It is the first to backup and secure mobile phone contacts completely automatically using the SMS text messaging service that is already a component of all mobile phone users' feature plans. The internet-based SaveCell Vault provides the inexpensive and secure storage for a phone's contacts charged monthly by a Premium Rate SMS text message.

While users of Smartphones and the more technical cell phone users have access to traditional phone-to-PC synchronisation solutions, many users of today's everyday mobile phones do not, and they are completely unfamiliar with such offerings. Firefox SaveCell satisfies the need for a much simpler and entirely automatic solution to the problem of lost contact information in lost and stolen cell phones.

The SaveCell application is loaded onto a mobile phone from the SaveCell web site. It preserves the contact list entirely automatically by saving it encrypted in the SaveCell Vault every time a new contact is added or one is changed. SaveCell has a sign-up and billing system that does not require a name and address to be supplied and does not request a debit or credit card number as alternative solutions do. It uses a Premium Rate SMS text message to charge £1 per month for the service which appears on a user's normal mobile phone bill.

"We heard so many stories from people who no longer had the contacts they had stored in their phones because the phone was lost or stolen – or they had dropped it down the loo. The pain of that loss was obvious. A simpler and better solution was needed to preserve contacts and one that would work on most of the common mobile phones out there and on any cellphone network." said Peter Havart-Simkin of Firefox SMS Systems "SaveCell fits the bill because it is simple, easy, inexpensive and automatic. There is even no need to remember to sync your phone as other solutions require you to do".

If a cell phone user loses their phone or has it stolen, all of their contact information can be easily and securely retrieved from the SaveCell Vault via SMS into a new compatible phone. The SaveCell user can ask the SaveCell Vault to remotely destroy or 'Nuke' the contact list on their stolen phone prior to reporting it missing to their mobile service provider and having the phone disabled and put on the UK's National Mobile Phone Register. Many cell phones have been stolen for their contact lists and this service helps to reduce the identity theft impact of loss.

Tony Dennis, editor, Mobile Software Insight, commented, "There are plenty of sophisticated phonebook backup solutions available to power users of smartphones. However, Firefox has tackled the problem with a mass market product which even your Granny could use. Not only is SaveCell easy to setup and functions with virtually no user intervention, but it is also financed by a payment mechanism which absolutely everybody understands – premium rate SMS text messaging. It's a fit and forget answer to the eternal problem of "what happens to all my contact numbers if I lose the phone?" Better still, there's a Nuke facility which stops a thief from stealing all your phonebook numbers".

The SaveCell phone application is fully Symbian Signed to work on the majority of cell phones that use the Symbian Operating System. This includes Nokia, Panasonic, Samsung, LG, Lenovo and Siemens phones. A full list can be seen on the SaveCell web site at www.SaveCell.co.uk or on the Symbian Series 60 web site at www.S60.com. The application is available for download today and the SaveCell website has a comprehensive Frequently Asked Questions section that answers the majority of questions about the product and the service. In addition, there is a SaveCell Forum where people are encouraged to share stories about their experiences – especially if they have crazy tales of lost and stolen phones – and the SaveCell Blog will keep them up-to-date on news from the mobile world on security related issues.

SaveCell is initially available for cell phones registered with UK service providers that have UK mobile phone numbers and will work with those phones anywhere in the world that an SMS text messaging service is available. However, SaveCell is a multinational multi-currency application and additional base countries will be added including several in North America and Europe.

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About Firefox SMS Systems: Firefox SMS Systems Limited is a privately held company whose owners include two of the original founders of Firefox Communications of the UK - which was one of the first "Internet Stocks" to go public in the mid-nineties in the USA. Firefox built a reputation for leading edge solutions to communications and networking problems and the same approach is now being applied to mobile phone communications. SaveCell is the first of these new solutions aimed at non-sophisticated users of everyday mobile phones and targeted at the ever present problem of lost contact information when phones are lost or stolen.

Firefox® is a Registered Trade Mark in the UK and a Trade Mark in other countries of The Charlton Company – a co-owner of Firefox SMS Systems Limited. A Trade Mark License Agreement exists between The Charlton Company and the Mozilla Foundation with respect to the Mozilla Foundation's use of the Firefox Trade Mark for the Mozilla browser of that name. SaveCell® is a Registered Trade Mark in the UK and a Trade Mark in other countries and SaveCell Vault™ is a Trade Mark of Firefox SMS Systems Limited, Redditch, United Kingdom.

Further Background Information on SaveCell:

Automatic

The key feature of SaveCell, unlike any other solution, is that it secures your phonebook information completely automatically whenever you add a new contact or change an existing one. No more trying to remember to back up your phone or finding out that your back-up is not up-to-date when you need it! In addition, by using the SMS text service SaveCell only needs to know your phone number for you to use the service. No lengthy signups, no need for your full name and address and no need for you to provide any credit or debit card details - service charges are via standard Premium Rate SMS messages. When you need to, SaveCell then allows you to simply and easily retrieve your contact information to an existing or new phone.

Secure

Your contacts are security-encrypted (scrambled) by SaveCell in your phone using a Scramble Key that you provide before they are sent to the SaveCell Vault via SMS text. So no-one gets to see your contacts but you, even in the SaveCell Vault.

Immediate

Just register SaveCell in your phone with a memorable User Name and Scramble Key (registration uses SMS text messages as well!). That's it, done. Your contacts are securely backed up immediately upon registration. Each time you amend the detail of a contact or add a new one, it is immediately sent to the SaveCell Vault using a standard SMS text message from your phone.

Inexpensive

SaveCell charges you just £1 every 30 days as a subscription fee. Payment is automatic via a Premium Rate text message to your phone. SaveCell does not need any credit card or debit card details from you nor does it need to know your billing address. SaveCell even sets you up with a free 50 pence SaveCell Credit Balance, more than enough to cover the initial set-up administration text messages from SaveCell which are charged at just 12p each. What's the catch? There isn't one! The only other SaveCell charges are when you decide to retrieve your phonebook information and contacts from the SaveCell Vault. And no! - it doesn't cost an 'arm and a leg' to get your phonebook information and contacts back either, just 12p each for each of the text messages required to retrieve all of your scrambled phonebook information and contacts stored in the SaveCell Vault (plus a couple of 12p SaveCell administration text messages). SaveCell in your phone will then automatically unscramble your contacts and add them back in to your phonebook or contacts list.