



NOGASOFT COMPANY PROFILE

With offices in Tel-Aviv, at the heart of one of the worlds' largest concentration of mobile software startups, NogaSoft has been providing high quality professional software development, design and consulting services for over 8 years. Our goal is to exceed the expectations of every client by offering an outstanding customer service, increased flexibility, and greater value, thus helping our clients meet their needs.

As experts in mobile software design and development, NogaSoft is involved in every stage of your project, from design and implementation to completion, offering continual functional and technical support. Our extensive skills encompass all aspects of your software project, including business requirements definition, development of functional specifications for client approval, system design, coding, and support to fit specific client needs.

Unlike other software firms, NogaSoft possess operations experience in developing and supporting software products at the mobile OEM-level. We pride ourselves on our proven track record for effectively delivering every software products we were contracted for.

SERVICES AVAILABLE

Turn-key software development services

Our team of experts specializes in the following software platforms

- *Mobile:* iPhone OS, Windows Mobile, Palm Os, J2Me, Symbian, Blackberry and Android.
- *Web backend:* .net, Java, php – from small to med size application server based apps.
- *Web frontend:* jScript, html - using the latest web 2.0 technologies
- *Desktop:* .net , mac-os

Fast track to demos and proof of concept projects

We provide a special fast track route for your needs to create a demo or a proof-of-concept. You bring the pconcept and we create a real life working software module for you to present to your investors within weeks.

Consulting and Tutoring

We provide hour based consulting and tutoring services, both on and offsite. Our team of experts can boost your design and development schedule by providing you with the highest quality consulting services for your development needs. Be it a kickoff of a new project, a new development team that needs a kick start, we're here to make sure you meet your schedule.

Design and Requirements Analysis

Our team has a proven experience in designing and delivering real world, commercial apps, we are fluent in what is possible to do with software, what

makes sense and more importantly, what doesn't. If you're an entrepreneur with a great idea but don't know how to turn it into a technical spec, we're here to shape your ideas into concrete products.

What Can NogaSoft Do For You?

- ✓ Our experience in the mobile sw arena is unique. Unlike other software houses, we develop, distribute and support our own products with an overall install-base of over **million** devices. This gives us (and you) a unique opportunity to share our experience in creating real world products that works, not just software.
- ✓ We absolutely love coding and we take our job very seriously. What this means for you is that you get the best possible product, on the dot schedule and we will never deliver anything we cannot be proud of.
- ✓ We're small and very quick responding, before, during and after our business relationship.
- ✓ We're open to any business proposals. We're small and take decisions fast, working with us combines high level quality and professional work with the flexibility of a small company.
- ✓ Customer service is our No. 1 priority. We welcome all queries and try to make ourselves available for you whenever you need our time

A Taste of Our Commercial Products

- *Zooxt* – a mobile messaging platform, the winner of Orange Innovation Award 2008 (J2Me)
- *Top dictionaries* – a mobile standalone dictionary, purchased by Nokia IL was selected to be embedded on over 250,000 devices in Israel
- *Top dictionaries for the iPhone* - the No. 1 Hebrew dictionary for the iPhone platform.
- *Oxford University Press titles* - our content engine was selected by White Park Bay to deliver the high quality content from Oxford University Press, currently, 15 titles are offered in the AppStore with 50 more titles to be shipped soon.
- *Top Sudoku, Top Kakuro & Top Hitori* – developed for the Palm OS, Top Sudoku became an immediate hit becoming the #1 selling Palm application for several months. Our iPhone implementations are offered in iTunes through one of our distribution partner, Chillingo.

Web Sites

- <http://www.ttl.co.il/m> - published in all three major mobile operators in Israel.
- <http://www.milonim.com> – dictionaries for all platform, including a complex infrastructure to support mobile software download and payment with no operator integration.
- <http://pda.ttl.co.il> – mobile portal selling multiple products for multiple platforms