

A variety of development tools, provided by the BREW team, are available to help developers build, test, and commercialize applications. All developers can download the free BREW Software Development Kit (BREW SDK®) from the BREW Developer Resources Website at: www.brewdevelopers.com. Here, developers can identify which version of the SDK they are looking for and easily download it.

For publishers and developers looking for additional revenue opportunities outside of their local regions, the BREW Global Publisher (BGP) program helps facilitate the import and export of BREW applications across regions around the world. Through the BGP model, QUALCOMM helps increase the flow of applications in and out of various regions by establishing BGPs which can help non-local companies bring their applications to market in territories where they lack a presence. For example, several companies have exported applications from Korea to Japan, China, Brazil and the U.S. where BGPs like JAMDAT Mobile, Enorbus and Vindigo have acted as importers. Today there are 14 BGPs operating in the U.S., Japan, China, Latin America, and Australia. QIS is working to set up additional BGPs in other regions as well.

For operators, BREW provides a virtual marketplace for application selection and price negotiation with developers. BREW's distribution system allows secure over-the-air (OTA) downloads of applications to subscribers' devices and coordinates billing and payment, billing system integration service, service monitoring and support, and consulting services on device specifications, custom solutions, and data services strategy and implementation.

The BREW solution makes it easy for operators to brand and differentiate their service offering with customizable user interfaces, while offering a simple, intuitive shopping experience for subscribers. The latest offering, BREW uiOne, is designed to meet the distinct and varied needs of wireless operators, handset manufacturers, publishers, developers and end users in deploying customized user interfaces (UIs) for mobile phones. BREW uiOne is a logical expansion of features and customization for wireless phones. BREW uiOne's flexibility gives device manufacturers, operators and developers the ability to work together to create a virtuous cycle of monetization, time-to-market and technological synergy.

QIS has also worked with companies such as Bitfone Corporation and Insignia Solutions to offer advanced firmware over-the-air (FOTA) update capabilities via the BREW system. The capabilities enable wireless operators and handset manufacturers to remotely reflash a BREW-enabled device's firmware - repairing software flaws or adding new functions - thus eliminating the need for more costly and time-consuming in-store cable-based updates and massive device recalls.

Collaboration & Strategic Alliances

QIS has established a global network of carriers, handset manufacturers and publishers and developers. China Unicom, KDDI in Japan and VIVO in Brazil are just a few of the many commercial operators offering BREW wireless services globally and handset manufacturers