



Tanla to launch on-device payments and pre-loaded content distribution partner program in Barcelona

08 February 2010, London, Tanla, the global leader for in-application billing and mobile software license management solutions today announced that it will be launching its “On-device payments and preloaded content distribution partner program” to coincide with the Mobile World Congress in Barcelona on 16 February 2010.

Tanla partner program will be launched at a special event at the “Mercat de le Flors Theatre” in Barcelona on 16th February at 8.30am. The developers program will be announced by Tanla and will be supported by presentations from Carphone Warehouse, Sony Ericsson, Accumulate and a panel session hosted by Tim Green, Editor, Mobile Entertainment Magazine.

According to Arto Lehtonen, Vice President, Tanla, “The Tanla on-device payments and pre-loaded content distribution program will give opportunities to mobile content and application developers to retail their services via pre loaded handsets and memory cards. Our in-application mobile payments and billing solutions will help in monetising our partner’s content and expand distribution channels.”

“The Tanla license management solution offers outstanding coverage of payment options including all major credit cards and premium SMS billing with over 100 operator networks. We support multiple platforms, handset operating systems and have localised our solution in over 80 languages.” Arto Lehtonen concluded.

Tanla already has over 200 application developers using their payments and license management solution. With the launch of the Tanla distribution partner program they aim expand the list of content providers and distribution partners.

Tanla is inviting mobile application developers and content brands to attend this event and delegates can register for free on <http://tanlaseminar.eventbrite.com/>.

About Tanla:

[Tanla Solutions Ltd](#) is a leading provider of license management and on-device payment solutions for mobile applications. Tanla’s license management solution is used by leading Handset Vendors, Application Developers and distributors to enable in application and on device payments as well as to enable business models like try & buy, subscriptions and other business models on the handset.

Tanla is listed on the BSE & NSE in India. For more information on Tanla, go to www.tanla.com.