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***Open Mobile Alliance (OMA) Fulfills First Quarter Technical Objectives  
On Track for Delivery of 80 Mobile Service Enablers in 2011***

**London March 28, 2011** – The Open Mobile Alliance, a global technical specifications setting body, announces the publication of 14 service enablers included in its 2011 Release Plan. The OMA Board of Directors approved the 2011 Release Plan in November 2010, and the OMA Technical Plenary expects to complete the plan as agreed.

This achievement follows OMA's delivery of 44 enablers in 2010. "Our members bring technical work to OMA to create interoperable specifications that work across any network, on any device from anywhere around the globe," says Musa Unmehopa, OMA's Technical Plenary Chair. "The 2011 Release Plan demonstrates our members' continued commitment to bring new and relevant work to OMA. It also reflects the enhancement of many of our existing enablers."

The 2011 Release Plan focuses on several areas including:

- New service enablers in the areas of augmented reality, machine-to-machine communications and mobile search among others
- A framework of Application Programming Interfaces (APIs) for enabling the exposure of OMA service enablers and generic service functionality to a growing number of developers and application communities
- Enhancement of OMA enablers in the areas of network architecture, legacy messaging systems and device management
- Additional features and benefits for OMA enablers in the areas of location services, enhanced messaging and rich communications

"OMA continues to look for new opportunities to build on its 9-year track record of successfully meeting industry needs," says Fred Harrison, Chairman of the Board, OMA. "OMA's trusted delivery of a comprehensive set of enablers that meet a wide variety of market needs has encouraged members to bring in new initiatives to support the ever increasing global demand for mobile data services. We look forward to meeting this demand again in 2011."

**OMA Q1 2011 Newsletter**

[http://www.openmobilealliance.org/comms/pages/OMA\\_quarterly\\_2011\\_vol\\_1.htm](http://www.openmobilealliance.org/comms/pages/OMA_quarterly_2011_vol_1.htm)

**OMA 2011 Release Plan**

[http://www.openmobilealliance.org/documents/2011\\_OMA\\_Release\\_Plan.pdf](http://www.openmobilealliance.org/documents/2011_OMA_Release_Plan.pdf)

**About the Open Mobile Alliance (OMA)**

The Open Mobile Alliance (OMA) delivers open specifications for creating interoperable services that work across all geographical boundaries, on any bearer network. To date, OMA has published more than 100 enabler releases with ongoing maintenance, revisions and new versions of its work. OMA's specifications support the billions of new and existing fixed and mobile terminals across a variety of mobile networks. Driven by the global demand for mobile data services, the member companies of the Open Mobile Alliance support the adoption of new and enhanced information, communication and entertainment solutions. The Open Mobile Alliance includes contributors from all key elements of the wireless value chain, and contributes to the timely and efficient introduction of services and applications to the market.

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