Bruno Vanryb, President and co-founder of Avanquest Software, Member of the Jury for the Grand Finale of the Windows Phone 7 Applications Competition, alongside Steve Ballmer and leading French entrepreneurs

On the sidelines of the competition, Avanquest will unveil the first applications developed by the Group for Microsoft's new platform

Paris, October 6, 2010 - Avanquest Software, developer and publisher of software for consumers and professionals, will introduce its first applications for Windows Phone 7 in conjunction with Microsoft's Pitch Your App competition.

Bruno Vanryb, co-founder and President of Avanquest Software, is part of the jury of entrepreneurs and business angels brought together by Steve Ballmer's teams to award the prize for the "killer app" developed for the new Microsoft mobile OS. Avanquest's president will also introduce three applications developed outside the competition by his company: SendPhotos Mobile, a complete ecosystem for saving, sharing and printing photos, Berlitz "English" for learning English the fun way, and the French Highway Traffic Code available on your cell phone for learning or reviewing your lessons while on the move.

"It's an honor and a huge pleasure for me to participate in this jury with Steve Ballmer and his teams, to discover and bring to the forefront new talents in an area I am very familiar with, since it is in mobility and telephony that Avanquest has had and continues to have its greatest software successes," declared **Bruno Vanryb, President and co-founder of the Avanquest Software Group.**

Alongside Microsoft's "Pitch Your App" competition, Bruno Vanryb will introduce three, non-competing first applications for Windows Phone 7 developed by his Group in the multimedia and e-learning fields.

"I am delighted with the excitement over our entire ecosystem for Windows 7, the new mobile platform from Microsoft. By developing three applications in record time, Avanquest positions itself as a leader in terms of innovation, alongside us. Avanquest is a historic and strategic partner for Microsoft, and it's a real pleasure to see such innovative apps designed by their R&D departments," **commented Julien Codorniou, Microsoft France's Director of Development.**

These applications were developed in Silverlight taking advantage of the possibilities offered by the new Microsoft mobile operating system, to give users the best possible experience with this new mobile platform.

SendPhotos Mobile, developed in five languages, is an application linked to the world of SendPhotos.com, a new service for sharing and printing photos and photos books that received resounding success at the *Photokina* show in Cologne in late September.

The application breathes life into the photos we take with our cell phones. Photos are made accessible to friends and family in a simple and user-friendly way, via the SendPhotos site or other community platforms, and by creating photo books or calendars that can easily be shared and printed. **The Convergence between Web, PC/Mac and Mobile is at the core of Avanquest SendPhotos.**

Berlitz English Mobile is a complete application, available in five languages, to learn or relearn English in a fun way. *Berlitz English for Windows Phone 7* features the usual vocabulary, many idiomatic expressions and about a hundred exercises covering ten topics: *Business, Culture, Everyday Life, Sports,* etc.

With the French **Highway Traffic Code** available on your cell phone equipped with Windows Phone 7, everyone can learn or review their lessons anytime, including while on the go.

These three applications: SendPhotos Mobile, Berlitz English and Highway Traffic Code for Windows Phone 7 will be unveiled for the first time as part of the award ceremony for the *Pitch Your App* Prize to be awarded by Steve Ballmer on October 7, 2010.

A Microsoft Gold Partner since 2000, Avanquest is among the 50 partners selected worldwide for the launch of Windows 7 after having been associated with the launches of Windows CE, Pocket PC, XP, Vista… Through its [SoftCity](#) social commerce community for software enthusiasts, Avanquest is also a partner in the BizSpark™ program created by Microsoft for developers.

About Avanquest Software
Avanquest Software (EPA: AVQ), is a world leader in developing and publishing software for businesses and consumers, in categories ranging from mobility to utilities by way of multimedia. Avanquest Software strives to ensure that all its software can interact, so that the convergence between the PC, Internet services and the smart phone is as complete and secure as possible. The passion that drives our teams, the high technological added value of the software and the solid presence of the Group in North America, Europe and Asia make Avanquest Software one of the top 10 consumer software publishers in the world. Since it was established in 1984, the company has put innovation at the core of its business and invested heavily every year in research and development, supporting its teams of engineers scattered throughout France, the United States, Canada and China, working every day to create the best software today and tomorrow. Avanquest Software has been listed on Euronext since 1996. For any additional information, please visit these sites http://www.avanquest.com or http://group.avanquest.com.

Contact
Christine Sauvaget   Global Communications Director   csauvaget@avanquest.com