

Avanquest Software Launches BlackBerry Application to Synchronise with BMWs

Successful connectivity between RIM smartphones and BMWs thanks to the knowhow and technology of Avanquest, which partnered with Funambol to develop Bluetooth CalendarSync – new application automatically synchronizes BlackBerry® phone with the BMW car infotainment system

Paris, February 16, 2011 – [Avanquest Software](#), a world leading developer and publisher of consumer software and business solutions, announced today the availability of the new Bluetooth CalendarSync application for BlackBerry Smartphones and BMW car systems.

For BMW owners with BlackBerry smartphones, the new software synchronizes the smartphone calendar data with the information systems on BMW providing fast and easy accessibility at any time. The information contained in the smartphone is displayed automatically on the screens in the vehicle's passenger compartment for easy user convenience.

After installing and activating the phone's Bluetooth capabilities, the user has automatic and immediate access, to calendar appointments, to-do lists, and other useful information, noted in the phone's agenda on the BMW screen.

"We are delighted to have developed this application that pushes the convergence between BlackBerry and BMW even further," said David Wright, CEO Avanquest Software Development's division. *"What in the end seems simple and natural for the user having installed Bluetooth*

CalendarSync was an exciting project to deliver an application that meets all the specifications of both RIM and BMW, in terms of ergonomics, performance and security."

For all users on the go, Avanquest's capabilities in designing Premium mobile applications with Funambol's experience with the synchronising engine have made it possible to bring to market a tool that demonstrates the everyday usefulness of convergence between a BlackBerry smartphone and a BMW.

To download the application at the standard price of

€13.89, go to [BlackBerry App World](#) from your Smartphone or click on the link below: <http://appworld.blackberry.com/webstore/content/26619?lang=en>



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>.

Contacts	Analysts - Investors Thierry BONNEFOI +33 (0)1 41 27 19 74 tbonnefoi@avanquest.com	Communications Christine SAUVAGET +33 (0)1 41 27 19 82 csauvaget@avanquest.com	Press Relations Nicolas SWIATEK +33 (0)1 56 76 58 36 nswiatek@avanquest.com
Internet Site	http://www.avanquest.com	http://about.avanquest.com	
Codes	Ticker : AVQ	ISIN : FR0004026714	Reuters : AVQ.PA Bloomberg : AVQ:FP