

## PHOTO AVAILABLE: Yuvee Announces NeoKeys Interface For Mobile Phones

For Immediate Release

HIGHLAND PARK, III./EWORLDWIRE/May 31, 2006 --- The NeoKeys interface gives consumers control over everything their mobile phones offer. No need for long, complicated manuals, help desks, tedious voice prompts or selecting through interminable on-screen menus.

Mobile phones come packed with advanced features but most people don't use even a fraction of them. A core reason is that current interfaces are poorly designed for today's phones.

The standard phone keypad was designed by Bell Labs in the 1940s for dialing numbers. The menu or select system using toggle keys and menus on the upper screen is an attempt to work around the limitations of the phone keypad. It does not help most people except for a basic set of functionality, and it uses the upper screen for user interface menus when that screen should be dedicated to high-value media.

The failure of these interfaces is tied to their focus on enabling text or numbers, when the user must enter "commands" to control most features on phones. Such "commands" are "delete" in voicemail, "refresh" browser, "move right" in a game and "shuffle" in an MP3 player.

The NeoKeys interface makes "commands" and text and numbers easy. Tim Higginson, founder and president of Yuvee states, "The NeoKeys interface opens the door to a far more complete and satisfying mobile communications experience. NeoKeys encourages people to use everything their phones do, no matter how advanced."

Distinguishing features of the NeoKeys interface include:

- (1) Easy and fast entry of text, numbers and commands - the three basic requirements for the next generation phone interface.
- (2) A set of keys and displays dedicated to showing all the features of the phone.
- (3) Visual displays that map to whatever the user chooses to do - basically a keypad that turns "What you see is what you need" (WYSIWYN) into reality.
- (4) Open architecture for carriers, the media and game companies.
- (5) It reserves the upper screen to the maximum extent for high value content.

For text entry alone, the NeoKeys interface offers more power than a full-size PC keyboard. For instance, it gives all editing keys, makes emoticons easy and switches languages on the fly, giving all accented letters in French and Spanish and powerful Asian text entry.

For more information, visit [www.neokeys.com](http://www.neokeys.com).

Availability:

Yuvee is licensing the rights to build its user interface to device manufacturers now. Yuvee has performed the engineering work, usability studies and other supporting development to enable fast implementation by licensees.

### About Yuvee, Inc.

Yuvee specializes exclusively in designing, developing and licensing advanced user interfaces for mobile devices. Yuvee licenses its interfaces to mobile phone manufacturers and other companies. Along with issued United States and Australian patents, Yuvee has patents pending in major markets worldwide. Yuvee and NeoKeys are trademarks of Yuvee, Inc.

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**AVAILABLE MEDIA:** Audio Clip: Yuvee Announces NeoKeys Interface For Mobile Phones (size: 1.8 k)

NeoKeys Audio Press Release

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Photo: NeoKeys Web site (size: 0.0 k)

NeoKeys Web site

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