

# Joiku.com rocks with Amorphis into free mobile primeware

Press release

15.10.2007, London, UK

Joikusoft Oy Ltd. today announces Joiku.com, a new type of web user community around free mobile primeware. The maximum effect to Joiku.com comes from the metal band Amorphis rocking the community with a harsh sound of North.

Joiku welcomes web users, content suppliers and advertisers worldwide to take part of this journey into the world of free mobile primeware.

FREE --> everything is free

PRIME --> brands the users know and can trust

EASY --> software flies into the phone

Joikusoft further announces today that Joiku.com already has the leading mobile primeware brands inside Joiku.com; including Wayfinder, Opera, Google, Fon, Fring, Spodtronic, Symella, Symtorrent and more... Joikusoft welcomes new titles and brands onboard.

Joiku web community is built on Joikusoft's proprietary Shade 1.0 community creation and management technology, which will be made commercially available for content publishers during 2007. Joikusoft will demonstrate Shade technology's capabilities and features through Joiku.com.

Lasse Maki, the founder and CEO of Joikusoft states: "'Joiku" is an ancient way used by the Shamans to deliver information about people, places and feelings. Joiku.com continues this saga by offering best mobile primeware in the planet for free in such an easy way that even your granny can do it."

"The software literally flies into your phone in one-click", he continues. According to Maki, Joiku has been extremely well welcomed by the user communities and branded mobile freeware content suppliers.

**Mr. Tomi Joutsen, the vocalist of metal band Amorphis** states: "The Finnish mythology has been the main inspiration of our music. We are glad to hear that Joiku.com spreads this saga to people around the world."

"Our partnership with Joiku enables us to distribute our award winning and cutting-edge map, GPS and navigation products Wayfinder Earth and Wayfinder Navigator 7 to mobile phone and smartphone users free-of-charge" says **Mr. Kristian Nylund, Business Director, Direct Consumer Sales at Wayfinder Systems.**

**Mr. Michael Owen, Director of Marketing, Opera states:** "We see Joiku.com as a perfect way to distribute Opera mini to wider audience, globally. Downloading new software to the mobile phone should be easy and Joiku.com offers this."

Joikusoft expects the Joiku community to grow rapidly into tens of thousands of active users. "We expect the volumes to grow rapidly through viral web communications. People who find us tend to be happy with our offering and thus "joiku" their friends about our site. Every happy customer brings us five new ones. "Joiku Your friend" is one of the portal features to trigger this viral effect", says mr. Maki.

Visit [www.joiku.com](http://www.joiku.com) and Let Your Joiku begin

#### About Joikusoft

Joikusoft is an innovation house focusing on mobility, mobile distribution technologies and mobile communities. Joikusoft is a privately held company, founded in 2007 in Finland and has headquarters in Garden City, Espoo, Finland.  
Visit [www.joikusoft.fi](http://www.joikusoft.fi) or contact us at [info\(a\)joikusoft.fi](mailto:info(a)joikusoft.fi) for more information.

#### About Wayfinder Systems

Wayfinder offers map, direction and GPS navigation services accessible by mobile phones. From these basic navigation services, we provide mobile phone users with content services including digital city guidebooks traffic information, currency conversion and weather reports. Wayfinder has selected Tele Atlas digital maps because they are complete, accurate and up-to-date. Our clients include major handset manufacturers and operators such as Telenor, 3, AT&T, Vodafone, SFR, Pannon, Telefonica and mobilkom austria. The products are sold to end users throughout Europe and North America. Wayfinder has over 1000000 unique users. Wayfinder has been listed on the NGM Equity stock exchange since 21st October 2005. After Wayfinder's recently announced acquisition of Navicore in July 2007, Wayfinder and Navicore currently have 90 employees altogether.  
Visit [www.wayfinder.com](http://www.wayfinder.com) for more information.

#### About Opera Software ASA

Opera Software ASA has redefined Web browsing for PCs, mobile phones and other networked devices. Opera's cross-platform Web browser technology is renowned for its performance, standards compliance and small size, while giving users a faster, safer and more dynamic online experience. Opera Software is headquartered in Oslo, Norway, with offices around the world.  
The company is listed on the Oslo Stock Exchange under the ticker symbol OPERA.  
Learn more about Opera at <http://www.opera.com>

## About Amorphis

*Silent Waters* has been elected Album of the Month by Metal Hammer (DE), Sweden Rock Magazine (SE) and Rock Hard (GR). *Silent Waters* draws again on the Kalevala for inspiration, recounting the tale of Lemminkäinen's hunt for the Swan of Tuonela. For the remainder of the year, the band will be back on the road, touring northern and central Europe as well as Russia and Japan. With their strongest line-up ever, Amorphis are ready to conquer new ground once more - never confining their style to any definite shape, yet always instantly recognizable, always true to their own vision, and always unique.

Visit [www.amorphis.net](http://www.amorphis.net) for more information.

