



AetherPal Introduces Mobile Device Optimization Solutions for Dramatically Improved Customer Satisfaction

Remote Diagnostics Tools to Power Secure Wireless Customer Service

Union, New Jersey – April 25, 2012 – AetherPal, offering Smart Remote Access for mobile device optimization, announced today the official launch of the company’s flagship mobile remote diagnostics solution. AetherPal is transforming the ability of carriers, enterprises, OEMs and customers to optimize smart devices while ensuring customer privacy.

“We strive to provide our customers with the most secure mobile optimization experience possible, said Rich Meigh, President and CEO of AetherPal. “Our software allows care representatives the ability to accurately and effectively address the needs of the customer while preserving that customers’ right to control and limit access to personal information.”

The solution reduces support costs, improves user experience and extends device lifecycle while building brand loyalty. Utilizing a secure, user-controlled interface, AetherPal allows customer care or help desk representatives to remotely diagnosis and optimize the performance of the latest mobile devices and tablets, cutting down significantly on customer support calls and device returns.

AetherPal provides benefits across the device ecosystem:

Carriers

AetherPal enables greater end user satisfaction and utilization, extending the lifecycle of devices via the ability to remotely diagnose and resolve subscriber issues resulting in a dramatic reduction in repeat care calls and phone returns.

Enterprises

AetherPal ensures enterprise users a completely secure, interactive experience, allowing Help desk support to work with employees to diagnose and resolve device issues in real time, thus decreasing wasted man hours and increasing “trouble ticket” completion rates. It is also ideal for corporate IT to conduct remote training on devices.

Device Manufactures/OEMs

AetherPal provides a secure, convenient way to gain insight into the performance, features and capabilities that are most valued by consumers, helping to improve overall device satisfaction, while aiding in the development of future products and reducing time to market.

AetherPal supports today’s most popular mobile operating systems including Android, Symbian, RIM BlackBerry and Windows Mobile, and has been selected by some of the world’s largest carriers, OEMs

and enterprises. For more information about how to gain access to AetherPal, please visit www.aetherpal.com

About AetherPal

AetherPal has transformed the ability of carriers, enterprises, OEMs and customers, to optimize the performance and user experience of today's mobile smart devices. Utilizing a secure, user controlled interface, AetherPal allows customer care and help desk representatives to diagnose and optimize mobile devices in real-time, significantly cutting down device return and support call rates. Founded in 1997, the company is a wholly owned subsidiary of w2bi, Inc.

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