



## **Tyfone Launches Rhapsody, a Fully Integrated Mobile Financial Services Middleware Platform**

**PORTLAND, Ore. – June 18, 2007** – Tyfone, Inc., a developer of an innovative software and hardware platform for mobile financial services, launches Rhapsody. “Rhapsody is a complete, unified middleware platform designed for retail banks to leverage their channel, card and merchant assets by providing secure mobile services to their customers,” comments Tom Spitzer, Tyfone’s chief executive officer. “Tyfone’s mobile solution not only improves customer service by providing mobile access but also generates new revenues from the mobile channel through our innovative Merchant Relationship Management service.”

The Bank of Oswego, a locally owned full service community bank, has been testing Tyfone’s mobile platform since early 2007. Chief executive officer, Dan Heine, adds, “I am very impressed with Tyfone’s ability to customize mobile services based upon how we want to address our customers. From our customer research, we know that the Tyfone mobile platform will be a strong revenue driver for us.”

Rhapsody is highly scalable, incorporates load balancing, clustering/failover mechanisms and is capable of seamlessly handling millions of transactions. It currently runs on Enterprise Linux and Windows 2003 servers.

“Security, ease of integration with existing systems, and total cost of ownership was our mantra when we built the architecture,” explains Siva Narendra, Tyfone’s chief technology officer. “Not

only does Rhapsody maintain one of the highest levels of information security and enhanced authentication when compared to existing standards and methods, but it enables communication to mobile phones that is compatible with either SMS text messaging or TCP/IP data service.”

A unique, powerful feature of Rhapsody is its ability to integrate predictive analytics derived from a bank’s transaction data to support on-demand services. With Tyfone’s Merchant Relationship Management service, merchants deliver personalized offers to a bank’s mobile customer who opts-in. Prabhakar Tadepalli, Tyfone’s managing director explains, “Banks can leverage their merchant accounts through segment-specific, targeted offers which can have a significant revenue impact on debit and credit card spends. Merchants enjoy greater traffic and perhaps even greater margins, and customers value the benefit of getting personalized offers in a timely fashion. Everyone wins — and the ROI becomes evident quickly.”

**About Tyfone, Inc.**

Tyfone is an infrastructure player in mobile financial services. Tyfone’s platform assists banks in providing an independent, branded solution for mobile banking, mobile contactless payments and Merchant Relationship Management services to leverage all assets of any retail bank with a card portfolio. For additional information, go to [www.tyfone.com](http://www.tyfone.com).

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**M E D I A   C O N T A C T**

Linda Horowitz  
Office: 626.445.4527  
Mobile: 626.215.6306  
[Linda@Tyfone.com](mailto:Linda@Tyfone.com)

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