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## **SCENERA RESEARCH ADDS TECH INDUSTRY VET TO MANAGEMENT TEAM**

Dan Coole, formerly of OZ and Ericsson, to Head Business & Strategic Development

For Immediate Release 9.15.09

Cary, NC – Scenera Research LLC, a technology innovation company with operations in NH, NC, and Boston, has appointed mobile and Internet industry veteran Dan Coole as Vice President of Business & Strategic Development. Mr. Coole has an accomplished record of bringing mobile and Internet technology to market. He will be responsible for creating value for Scenera’s partners through business oversight of Scenera’s strategic development, collaboration, and acquisition activities.

Mr. Coole joins Scenera with more than 20 years of experience including a key business strategy role for OZ Communications, the mobile IM and consumer email services innovator acquired by Nokia last year. Mr. Coole led OZ’s industry standardization efforts, device manufacturer and communication service provider relationships, and global partnering activities with Internet service, portal, and application providers.

“Dan is a great addition to the Scenera team,” said Scenera Research CEO Ryan Fry. “His experience in developing and executing technology and business strategies in the areas of mobile devices, Internet services, and media is a perfect complement to Scenera’s strengths. Hiring Dan reflects Scenera’s continued commitment to being a technology leader and evolving to enhance value for our partners.”

During senior roles in global product management, marketing, and sales for companies including Ericsson, Mitsubishi Electronics, Booz-Allen, and CallWave, Mr. Coole has compiled a long list of successes introducing advanced technology into products and services. He holds a bachelor’s degree in electrical engineering from Penn State and a master’s degree in systems engineering from Virginia Tech.

### **ABOUT SCENERA RESEARCH:**

Founded in 2002, Scenera Research is an independent research leader in the converging Internet, mobile, and media industries. Through initial mergers, Scenera<sup>®</sup> coalesced significant technology and expertise. Scenera licenses its technologies to many of the world’s leading companies in the consumer electronics and online industries. Scenera discovers innovative technology ahead of market demands and partners with organizations to bring forward-thinking advances to the market. Scenera has filed approximately 400 patent applications and maintains a growing portfolio of issued patents.

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