

## **InfoGin Receives Award at Visiongain's Mobile Content Awards & Conference 2008**

### *InfoGin Wins the Gold Award for Best Technology Innovation Company*

**Kfar-Saba, Israel, June 24, 2008** - InfoGin, a leading pioneer and market leader in the field of Web-to-mobile content and functionality adaptation solutions has won the Best Technology Innovation Gold Award at the Mobile Content Conference (MCA08) held in London June 19<sup>th</sup>-20<sup>th</sup> by London-based independent media company visiongain.

Among the candidates shortlisted for the Mobile Content Awards 08 were key players in the mobile content arena. InfoGin's Intelligent Mobile Platform™ (IMP™) solution was unanimously voted as being the most innovative technology by a panel of judges that included a number of top European analysts.

"InfoGin is very pleased to witness the openness and growing demand of mobile operators to offer their customers the ability to surf *real* Web content from any mobile device. This win is yet another endorsement from the mobile industry, recognizing InfoGin as a pioneer and market leader," said Eran Wyler, CEO & Founder of InfoGin. "The award gives us further incentive to continue our 8-year long investment in R&D to ensure that the best user browsing experience is achieved from any mobile device and offer our customers the most innovative services available in the market today."

*InfoGin's IMP™ is a server-based middleware platform that supports all mobile browsers, languages and advanced Web page features.*

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### **About InfoGin**

Established in April 2000, InfoGin is a pioneer and market leader offering a complete Web-to-mobile content & functionality adaptation solution that provides mobile users with the ultimate Internet experience on any mobile device. Based on more than eight years of research, InfoGin's patented technology ranges from a fully automatic and real time intelligent conversion engine to professional content editing and marketing tools. The Intelligent Mobile Platform™ (IMP™) enables complete control over all content delivered to mobile devices.

InfoGin's technology is commercially deployed with more than 38 top tier operators, leading content aggregators and search providers worldwide. InfoGin's customers report a phenomenal increase in data usage, doubling their overall portal traffic in less than three months - without cannibalizing their existing data offerings, and reducing by more than 80% the operational costs of creating content and managing the configuration of mobile devices. InfoGin's technology has provided more than 20 million mobile users across the globe the best real Internet surfing experience on a daily basis, spanning more than 6,000 mobile devices. For more information, visit [www.infogin.com](http://www.infogin.com).

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