



The Whole Web @ Your Call

**InfoGin Named Winner of 2007 Most Promising Israeli Startup Competition  
By TheMarker-Microsoft Israel and KPMG Israel**

**"Determination, hard work and unrivalled teamwork have made it possible for us to win this award" Eran Wyler, InfoGin CEO & Founder**

**Kfar Saba, Israel, 21 March 2007** - InfoGin, a leading pioneer of Web to Mobile content adaptation, was the winner and recipient of TheMarker and Microsoft's MPIS07 (2007 Most Promising Israeli Startup) award. The announcement was made during Day 1 of TheMarker Com.vention conference held on March 18 in Tel-Aviv, Israel. The Marker, a leading technology and financial media company, is a subsidiary of Haaretz, Israel's premier national daily newspaper.

"We're proud to be the winners of such a prestigious competition, verifying the market's vote of confidence in InfoGin's technology," said Eran Wyler, CEO & Founder of InfoGin. InfoGin has made surfing the Web on mobile devices a reality, and as a result of our strategic partnerships with top-tier mobile operators, service and content providers across the globe, millions of users fully enjoy unlimited, rich Web content and a superb mobile web surfing experience."

This recognition further strengthens InfoGin's position as a leader in the field of Web to mobile content adaptation technology. This win follows the Frost & Sullivan award in the Wireless & Mobile category in the European Market for the year 2006, for Customer Value Enhancement. Pete Nuthall, Industry Analyst, ICT Europe, Frost & Sullivan said: *"InfoGin has offered the industry a technological breakthrough in opening up walled gardens and facilitating rapid content adaptation for 'seamless transference' of PC to mobile Internet surfing experience" said. The adoption of InfoGin's technology has demonstrated growth in average monthly customer usage attributed to increased content variety, improved content quality and enhanced user experience. Current deployments have shown penetration of more than 65% of active data users within the first six months and spiraling increase in HTTP requests. More importantly in today's highly competitive environment, InfoGin's solution has translated to as high as 80% savings in operational costs in content provisioning".*

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For more information, visit [www.infogin.com](http://www.infogin.com)

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**About InfoGin**

InfoGin is a world leader and a pioneer in the field of Web to Mobile content adaptation, enabling mobile users to access any Web site they desire, optimized to any mobile device.

InfoGin's unique solution comes from the fundamental understanding that in order to automatically adapt Web content that was designed for large screen display, it must "understand" the visual aspect of the Web page first. Only then the content can be presented according to its importance with a smart navigation which enables the user to reach the desired content with a minimum clicks.

InfoGin's patented technology offers a range of solutions, from a fully automatic intelligent conversion engine to professional content-editing and marketing tools that enable full control over the delivered information.

With an internationally proven track record, InfoGin is dedicated to developing technologies that dramatically reduce the time-to-market of new services, while maximizing the efficiency and the quality of mobile content delivery. InfoGin's clientele show an immediate growth in average monthly customer usage attributed to increased content variety, improved content quality and enhanced user experience.

In 2006, InfoGin was awarded Frost & Sullivan's Customer Value Enhancement Award for its innovative technological breakthrough.

Established in April, 2000, InfoGin is headquartered near Tel Aviv, Israel. For more information, visit [www.infogin.com](http://www.infogin.com)