

## **InfoGin Signs Global Mobile Services Agreement With Microsoft Corporation**

**InfoGin's Intelligent Mobile Platform(TM) is Licensed for Adapting Web  
Results of Microsoft's Live Search Mobile Service**

*Tuesday September 9, 9:00 am ET*

InfoGin SAN FRANCISCO - CTIA Wireless, September 9 /PRNewswire/ -- InfoGin, a pioneer and global market leader in the field of Web-to-mobile Content & Functionality Adaptation solutions today announced it has signed a strategic, global software license agreement with Microsoft Corporation, in which InfoGin's Intelligent Mobile Platform(TM) (IMP(TM)) will be utilized for adapting Web sites reached via Microsoft's Live Search Mobile service.

As part of this global licensing deal, InfoGin will provide Microsoft a service based on the InfoGin hosted mobile web rendering service, enabling Microsoft to render the web results returned by Live Search Mobile services.

"The licensing deal and its scope indicate the strategic importance of the mobile market to Microsoft," said Eran Wyler, CEO & Founder of InfoGin. "I believe that together with InfoGin, Microsoft is well positioned to provide the ultimate search and browsing experience, regardless of the device type, be it a legacy or high end device. By joining with InfoGin, Microsoft is building on our vast experience in the mobile space, with 35 mobile customers across the globe, and our rich experience paving the mobile's future roadmap and being the dominant player - enabling real Internet browsing on mobile."

"Combining InfoGin's technology with Live Search Mobile service will enable users to more easily and reliably view the Web pages that interest them," said Justin Jed, Group Product Manager at Microsoft.

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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(TM) (IMP(TM)) enables complete control over all content delivered to mobile devices.

InfoGin's technology is commercially deployed 35 customers including 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 6,600 mobile devices.

InfoGin's IMP(TM) is a complete Content & Functionality Adaptation platform that supports all mobile browsers, languages and advanced Web page features, and is available in a number of operating systems. For more information, visit <http://www.infogin.com>.

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