

Publication: Globes
Date: 4 May 2006



Mobile Internet co InfoGin to launch upgraded solution

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Sources inform "Globes" that start-up [InfoGin Ltd.](#) will announce a new version of its intelligent mobile platform (IMP) this month. The company has raised \$12 million, including \$5 million from private investors in January 2006.

InfoGin develops and markets a system that automatically adapts PC environment website content to mobile environments. The company broke into the market last year, and reached cooperation agreements with a number of wireless operators and leading websites. InfoGin says its new version will lead to a breakthrough in adapting content and action scripts in Java Scripts, and not only in text code, such as HTML or XML, as was the case hitherto.

InfoGin CEO Eran Wyler believes that content delivered to wireless networks should look the same as on the original website. Wyler encountered operational difficulties during InfoGin's first years, and the company almost closed down. However, in the past two years, the concept behind the company has caught on among large wireless operators, which are using the company's solution to quickly build user-friendly wireless websites.

The change in operators' attitudes, as well as competition in the wireless market, as the main sources of profits switch to the data side, is reflected in the number of InfoGin's cooperation agreements. The company's customers include leading wireless operators, such as Europe's Royal KPN NV (NYSE: AEX; XETRA:KPN), Japan's KDDI Corp. (TSE: 9433), and Israel's [Cellcom Israel Ltd.](#) Other wireless operators, including T-Mobile in Europe and Orange worldwide are considering using InfoGin's software. Customers on the content side, such as AOL, use InfoGin's server to design their wireless websites.

InfoGin predicts that large wireless operators will "change their concepts" this year, and begin providing users with wireless websites that resemble the corresponding original PC websites. The booming sector is attracting competitors, one of which is Google (Nasdaq:GOOG), which has set up Google Mobile to provide wireless content.

As a result of the change in the market, InfoGin predicts that it will become profitable, with \$6 million in sales this year, compared with \$2 million in 2005. A major investor in the company is Argoquest chairman and CEO Jason Barzilay.