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InfoGin and NexM Communications Inc. Partner to Power the NTT Resonant “goo” Portal on Mobile

*The newly launched service ensures the best mobile browsing experience on
any Japanese mobile phone*

Mobile Asia Congress, Hong Kong, November 18, 2009 - InfoGin (www.infogin.com), the pioneer and market leader in providing telco-grade mobile browsing solutions, and its strategic partner, NexM communications today announced the successful deployment of InfoGin’s Intelligent Mobile Platform™ (IMP™) at NTT Resonant Inc. InfoGin’s flagship technology enables operators and content providers to retain full control over the mobile service ecosystem by expanding service offerings, increasing revenues while reducing costs, and retaining and building subscriber loyalty.

NTT Resonant operates its highly popular “goo” portal. “goo” is one of Japan’s most popular Internet search engines and content portals; its features include a search engine (which is the core service), information and communication services, and personal utilities, among others.

The newly launched commercial service enables NTT Resonant mobile users in Japan to search for any mobile or Web content while enjoying a flawless browsing experience. With the implementation of InfoGin’s IMP™ - a server-side solution that takes full advantage of the features and capabilities of every mobile device - mobile users do not encounter problems or limitations while browsing the Web.

“We are proud to partner with InfoGin to deploy the IMP™ at NTT Resonant, providing Web to mobile content adaptation and extending the wide range of ‘goo’ services to mobile. We



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strongly believe that ‘goo’ users will enjoy the true Internet experience for mobile, which is our ultimate goal,” noted, Arai Hitoshi, CEO of NexM.

Eran Wyler, CEO & Founder of InfoGin, commented: “We are honored to be chosen to power NTT Resonant’s mobile ‘goo’ portal services. According to recent industry reports, more than 69.2 million Japanese are accessing the Internet from their mobile devices and the value of the digital content market is projected to increase to 50 trillion yen within the next 10 years. InfoGin’s technology provides the best possible user experience when browsing the Web on mobile devices. The successful deployment with NTT Resonant in Japan is a further testimony to InfoGin’s leadership and innovation in the content adaptation space across the globe.”

- ENDS -

About InfoGin

InfoGin is the pioneer and market leader in providing telco-grade mobile browsing solutions for carriers and content providers. With over nine years of research & development, InfoGin is entirely focused on delivering the real Web’s richness to any mobile device while ensuring a superb browsing experience. InfoGin has played a major role in designing, shaping, and implementing the mobile vision and product offerings of some of the world’s top-tier carriers, content providers and Internet players.

With today’s surge of mobile data usage, carriers and content providers face three key challenges: control of operational costs, ownership of subscribers, and generation of additional revenues from value added services and advertising. InfoGin’s innovative technologies address these challenges with a complete suite of solutions ranging from intelligent automatic Content and Functionality Adaptation, Browser-based, feature-rich Content Overlay toolbars, Personalization Services, Optimization and Acceleration - to Professional Editing and Development tools - enabling full control over the delivered information.

By deploying InfoGin’s solutions, carriers can benefit not only from an unprecedented reduction of traffic load, but also gain new revenue streams from premium services and advertising with the advantage of being able to offer subscribers the ultimate browsing experience on any mobile device. InfoGin’s platform is commercially deployed since 2002 with top-tier carriers, content providers and Internet mega players. Customers report a significant increase in mobile web use, data revenues and expanded service offerings.

InfoGin was founded in April, 2000 and is headquartered in Kfar-Saba, Israel.
For more information, visit www.infogin.com.



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About NexM Communications Inc.

NexM Communications Inc. is a subsidiary of SOFTBANK BB Corp., and provides unique mobile solutions to Japanese market in corporation with InfoGin. For more information, please visit, <http://www.nexm.jp/english/index.html>.

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