



The Whole Web @ Your Call

## P R E S S   R E L E A S E

### **InfoGin Introduces Innovative Suite of Mobile Browsing Solutions**

*Provides Operators with Blueprint for Full Control of Mobile Services Ecosystem*

Kfar Saba, Israel, December 2, 2009 - InfoGin ([www.infogin.com](http://www.infogin.com)), the pioneer and market leader in providing telco-grade mobile browsing solutions, today announced a new innovative range of mobile browsing solutions that complements its flagship product, the Intelligent Mobile Platform™ (IMP™). InfoGin's latest technologies enable operators to remain in the mobile web value chain by providing their high-end devices subscribers quick and easy access to their favorite web content, applications and operator-driven premium services. This enables operators to expand their branded offerings and advertising, increase revenues, reduce churn and operational costs, and retain and build subscriber loyalty.

The proliferation of high-end devices such as the iPhone, Android and Symbian has brought an increase in mobile data traffic. As smartphone global market share increases, millions of users are surfing the Web from their mobile devices, bypassing the operator portal and congesting the data networks. InfoGin's telco-grade solutions provide a complete blueprint for operators seeking to capture their smartphone subscribers, addressing the challenges of the mobile services ecosystem, ensuring they remain a smart pipe.

Key features and benefits of InfoGin's innovative suite of mobile browsing solutions include:

#### **Browser-based, Feature-Rich Content Overlay Technology - Owning Your Subscribers**

InfoGin's technology provides a rich and engaging operator zone to create new opportunities for monetizing data services. Operators can reintegrate their portal as part of the mobile user's environment while at the same time give the subscriber the freedom to experience a seamless, yet uniquely personal and enhanced mobile browsing experience.



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### **Key benefits:**

- **Search** - Enables operators to define, customize and monetize their search service.
- **Operator** - Enables operators to deliver portal content and services (e.g., user account balances, music, videos, text-to-speech, cool apps, special promotions and advertising) and an infrastructure for the application community to integrate additional services and apps into the toolbar.
- **Web applications** - Enables users to quickly access web applications. Users can customize their favorite web apps to be displayed by selecting from a list defined by the operator.

### **Content & Functionality Adaptation - The Ultimate Web Experience**

InfoGin's award winning and patented Content & Functionality Adaptation solution provides users with the ability to view and interact with the Web or any content that is not natively supported by mobile devices, ensuring the ultimate browsing experience.

### **Key benefits:**

- **Rich Web Technologies** - Enabling real-time content and functionality adaptation of rich technologies (e.g., JavaScript, Ajax, iframes, Flash, etc.) that are not supported by the requesting device.
- **Rich Media Content** - Enabling users to browse and play any multimedia content from any Web site on any device player.
- **On-the-fly Web Site SmartView** - Enabling users to toggle between mobile, full Web and InfoGin's SmartView browsing modes to view web sites on small screen devices.

### **Personalization Services - Personalizing Your Experience**

InfoGin's Personalization solutions provide services that enhance the browsing experience and add flavor to mobile users' browsing experiences, with features such as text-to-speech, single click product price comparison, 'find in page' and many other services. In additions, mobile users enjoy receiving their social networking notifications in a single and easy view.

### **Optimization and Acceleration - Doing More with Less**

As the demand for bandwidth has significantly increased with high-end devices, mobile operators need to make further investments in their infrastructure. InfoGin's clientless

Optimization and Acceleration solutions provide unique application-layer traffic optimization and download acceleration capabilities which result in higher traffic reduction rates compared to other network and transport layers-based solutions.

**Key benefits:**

- **Traffic Reduction** - Enabling operators to reduce bandwidth costs resulting from higher smartphone usage of data across the networks.
- **Enhanced User Experience** - Enabling a significant increase in download speed, providing subscribers with much faster access to web content and boosting operators' network KPIs.
- **Application Layer Traffic Optimization** - Enabling operators to benefit from InfoGin's technology expertise in a server-side, real-time analysis of Web page structures and browser characteristics to reduce overload of kilobyte downloads over the network.
- **Lossless and Lossy mode of Operation** - Supporting lossless mode of operation making optimized web pages undistinguishable from their original version as well as a more aggressive lossy mode, where web content is only slightly changed in favor of a much higher traffic reduction rate.

**Professional Editing and Development Tools - Create Compelling Content**

InfoGin's Professional Editing and Development Tools enable content owners to quickly and easily redesign their existing Web content for the mobile environment. These intuitive, easy-to-use interactive tools enable the selection, reordering and attribute modification of existing page elements as well as the insertion of new page elements (including custom coded elements). This process requires no intervention in the original Web page source; the original content remains untouched.

Eran Wyler, CEO & Founder of InfoGin, commented: "With today's growth of smartphone data usage on the one hand, and mobile operators' revenues from portal services declining on the other, mobile operators are faced with the challenge of becoming bit pipes. InfoGin's innovative solutions ensure that operators will remain smart pipes as they expose smartphone users to premium services and advertising while surfing the Web".

- ENDS -



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### **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 both the carriers' and the content providers' mobile Internet challenges and needs 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 usage, data revenues and expanded service offerings across the globe.

InfoGin was founded in April, 2000 and is headquartered in Kfar-Saba, Israel.  
For more information, visit [www.infogin.com](http://www.infogin.com).

### **Media enquiries:**

Hagit Timor  
Director of Public Relations  
InfoGin  
Tel: +972 52 552 5379  
Tel: +1 212 786 2243  
Email: [hagit.timor@infogin.com](mailto:hagit.timor@infogin.com)