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## **InfoGin Announces Record Year, Adding 18 Leading Carriers and Internet Players to its Customer Roster**

*Company's flagship product, the Intelligent Mobile Platform™, ensures mobile users have the ultimate Web surfing experience from any mobile device*

**Mobile Internet World, Hynes Convention Center, Boston, 14 November 2007** — InfoGin, the pioneer and market leader in the field of Web to mobile content adaptation solutions is closing in on its best year to date, in which it expects to more than triple its year-over-year revenues. The company has added 18 leading carriers and Internet players to its customer roster, including six of the top Tier 1 operators/carriers in Europe and North America. InfoGin's customers report a phenomenal increase in data usage and typically double their overall portal traffic in less than three months following the deployment of the company's Intelligent Mobile Platform™ (IMP™).

"By targeting the world's leading carriers and Internet players, we have successfully penetrated the largest mobile groups," stated Eran Wyler, founder and CEO of InfoGin. "We have brought the *real* Internet to more than 20 million active mobile users worldwide, supporting more than 4,000 mobile devices and growing daily as new devices are launched."

InfoGin continues to focus on delivering a solution that provides the ultimate Web surfing experience, enabling carriers to offer the best combination of on and off portal content to their subscribers. A server-based middleware platform, InfoGin's IMP™ offers a range of solutions, from a fully automatic and real-time intelligent conversion engine to professional content editing and marketing tools that enable complete control over the delivered information. The next version of the IMP will be released in early 2008, with a variety of new features that enhance the current support of Javascript and AJAX, as well as offer further personalization.

"The future looks very bright for InfoGin. The recent announcements of new mobile platforms and devices strengthens the need for carriers to embrace a content adaptation platform that will guarantee them the freedom of choice — one that can handle *all* potential devices, *all* platforms, *all* networks and *all* content," Wyler continued.

“Mobile Internet services have enormous untapped potential, but disappointing user experiences continue to restrict adoption and usage,” stated Declan Lonergan, Director, Consumer Research, Mobility/EMEA for Yankee Group. “Technologies that are able to quickly analyze, adapt and convert Web content to any mobile device will be a critical enabler for improving the user experience. These solutions will also have the important effect of making it far easier for Web content companies to successfully mobilize their content, irrespective of their size and resources.”

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**About InfoGin**

With an internationally proven track record, InfoGin is a world leader and pioneer in the field of Web to Mobile content adaptation, enabling mobile users to access any Web site they desire, optimized to their mobile device. The company’s technology centers on the fundamental belief that in order to adapt Web content designed for large screen display to a mobile device, a platform must first “understand” the visual aspect of the page and then present the information according to its importance. 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. 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.

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