

InfoGin inks global Microsoft deal

By: Stuart O'Brien, Tuesday 9 Sep 08, 08:00 am

Israeli company's technology will be used to adapt web pages found using the Live Search Mobile service.

Microsoft will use InfoGin's Intelligent Mobile Platform to adapt and correctly display on a handset full web pages found by people using Live Search Mobile.

As part of the global licensing deal, InfoGin will provide Microsoft with its content adaptation services based on a hosted model.

Among the company's other clients are Mobilkom in Austria and MobileOne in Singapore.

Eran Wyler, CEO & founder of InfoGin, said: "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."

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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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