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The Whole Web @ Your Call

InfoGin Strengthens Presence in Europe by Signing Deal with mobilkom austria

mobilkom austria the first Austrian operator to launch real mobile Web services

Kfar Saba, Israel, 24 September 2007 – InfoGin, a leading pioneer in the field of Web to mobile content adaptation solutions, announces a successful launch with mobilkom austria. This service allows mobilkom austria to provide full mobile Internet services based on InfoGin's unique platform, the Intelligent Mobile Platform™ (IMP™), via Vodafone live!.

For the first time, subscribers in Austria are able to surf any website they desire on any WAP-capable mobile device. This mobile Internet service includes a special start page which provides direct access to web search, address field, browsing tips, personal history and favourites folders.

"With the A1 Internet Browser, mobilkom austria for the first time allows all A1 customers to surf the Internet with just about any mobile phone. Thanks to this innovation, offered only by A1, all customers can access their favorite sites directly on their WAP-capable mobile phone with a single click," says Dr. Hannes Ametsreiter, Director of Marketing, Distribution and Customer Services, mobilkom austria and Marketing Director, Customer Services, Telekom Austria TA AG.

Eran Wyler, CEO and Founder of InfoGin commented: "The ability to give mobilkom austria's subscribers the freedom to choose the Internet content and services they're familiar with while being on the move - powered by InfoGin's platform – gives a new meaning to the concept of mobile Internet and ignites the imagination for the tremendous new opportunities that lie ahead."

InfoGin is launching a service that is based on a server-farm operated by the company and which is based in Western Europe. With the introduction of InfoGin's technology through hosted services, InfoGin's customers are able to offer their subscribers access to the entire Internet almost immediately, without having to engage in long and complex deployments and upgrades. In this way, InfoGin is broadening its range of services and business models, dramatically improving sales cycles.

This is a tremendously important step for InfoGin. The company plans to announce similar agreements with top-tier operators in Europe in the near future.

InfoGin's IMP™ is a server-based middleware platform that supports all mobile browsers, languages and advanced Web page features. The service will be promoted on mobilkom austria's Vodafone live! home page, with customization and personalization to the user interface of mobilkom austria, including headers, footers, access links, error messages, history and favorites.

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About InfoGin

InfoGin is a world leader and a 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.

InfoGin's unique solution comes from the fundamental understanding that in order to automatically adapt Web content that was designed for large screen display, the platform must "understand" the visual aspect of the page first. The content can then be presented according to its importance, with a smart navigation that enables the user to reach the desired content with a minimum number of clicks.

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.

With an internationally proven track record, 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. InfoGin's clientele show an immediate growth in average monthly customer usage attributed to increased content variety, improved content quality and enhanced user experience.

In 2006, InfoGin was awarded Frost & Sullivan's Customer Value Enhancement Award for its innovative technological breakthrough in the European market.

Established in April, 2000, InfoGin is headquartered near Tel Aviv, Israel. For more information, visit www.infogin.com.

About mobilkom austria

With 3.8 million customers and a market share of 39.6%, mobilkom austria is Austria's leading mobile operator. The company, headquartered in Vienna, has generated revenues of EUR 1,726.6 million in the 2006 business year. mobilkom austria's innovation leadership is marked by the worldwide first GPRS Launch in August 2000 and one of Europe's first commercial UMTS network launched in Austria in April 2003 and HSDPA network in January 2006.

With the mobilkom austria group, the success of mobilkom austria extends beyond Austria's borders. The mobilkom austria group includes mobilkom austria, Vipnet in Croatia, Si.mobil in Slovenia, Mobiltel in Bulgaria, mobilkom Liechtenstein, Vip mobile in Serbia and a mobile communication providers currently being established in Macedonia.