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InfoGin Delivers True Internet Experience to Second Largest Slovenian Operator

Si.mobil – Vodafone revamps its Vodafone live! mobile internet browser with real mobile Web services

Kfar Saba, Israel, 17 October 2007 – InfoGin, a leading pioneer in the field of Web to mobile content adaptation solutions, announces that Si.mobil - Vodafone - the Slovenian operator, a wholly owned mobile subsidiary of mobilkom austria – has successfully deployed InfoGin's service platform, the Intelligent Mobile Platform™ (IMP™). As a result, Si.mobil - Vodafone has revamped its mobile internet browser on the Vodafone live! portal – branded as "Si.web" - enhancing its functionality and navigability. In addition, in a recent, Mobile internet campaign, Si.mobil - Vodafone has introduced attractive new mobile internet subscriber packages and options in Slovenia.

With the entire population of Slovenia at almost 2 million, Si.mobil - Vodafone is the country's second largest operator with a 26.2 % market share and 463,400 subscribers as at June 30th 2007. Si.mobil - Vodafone recently introduced new marketing campaigns with attractive mobile surfing packages, including an annual fee of €4 per 10 MB within the first six months free of charge. The new face-lift to the Vodafone live! portal includes four simple navigation tabs, for new content, clear review of content and information, easily found personal content, and browsing of Vodafone live! and Internet content through the mobile internet browser Si.web.

"Si.web is the ultimate internet experience, meeting our users' expectations for ease of use, clear and easy navigation of Internet content while being on the move. InfoGin's technology has enabled us to offer this innovative service through the Vodafone live! portal to all of our customers, who now have access to their favorite sites on any mobile device", Peter Curk, marketing director, Si.mobil - Vodafone.

Itzik Frid, VP Business Affairs of InfoGin commented: "With the newly launched Si.web mobile internet browsing service, Si.mobil – Vodafone's customers can enjoy clear and easy browsing of any Web site they desire. Powered by InfoGin's platform, Si.mobil - Vodafone has taken the user experience to new levels, providing just what the users expect, an easy, fun and enjoyable experience of any Internet content they desire, on any mobile device."

InfoGin's service is based on a server-farm operated by the company and which is based in Western Europe. InfoGin's IMP™ is a server-based middleware platform that supports all mobile browsers, languages and advanced Web page features.

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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 Si.mobil - Vodafone

Si.mobil began operating in March 1999 as Slovene first private mobile service provider. In February 2001, mobilkom austria acquired majority ownership of the company and Si.mobil became a part of a leading mobile service provider in Central and Eastern Europe.

A partnership agreement with Vodafone was an important step in establishing Si.mobil as the price leader that offers global products and services. From September 2003 on, all market-oriented activities have been presented under the dual brand Si.mobil - Vodafone. Si.mobil was the first operator in Slovenia to offer GPRS and one of the first operators worldwide to launch EDGE. Si.mobil launched its own UMTS/HSDPA network.

For more information, visit www.simobil.si.