INFOGIN BRINGS THE REAL INTERNET TO THE GERMAN MOBILE MARKET

InfoGin selected by AOL Germany to provide new mobile internet services

Kfar Saba – November 30, 2006 – InfoGin, a leading pioneer in the field of Web to Mobile content adaptation, today announces AOL Germany has selected to deploy its Intelligent Mobile Platform™ (IMP™) for its recently launched mobile portal, AOL Mobile, which has become an integrated part of its MVNO-offer. InfoGin's IMP™ technology will be part of the core mobile Web surfing and Web searching services launched on the portal.

Eran Wyler, CEO & Founder of InfoGin said, "We are very excited to join AOL Germany's new MVNO venture. With InfoGin's Web to mobile content adaptation and smart navigation technologies, AOL Mobile's subscribers will benefit from unsurpassed mobile surfing experiences on any mobile device and will be able to enjoy browsing real Web content they are already familiar with while on the move."

Ralf Greßelmeyer, Director of Communication Services at AOL Germany said, "We needed a Web to mobile adaptation solution that was quick to deploy but would cope with the expected demand on our service and provide an excellent user experience. By selecting InfoGin's technology, AOL Mobile will be well positioned to quickly mobilise the plethora of existing AOL content, products and services available to its online subscribers for consumers on the go anywhere, on any mobile device, and through any German network operator." Greßelmeyer added: "in the highly populated MVNO space in Germany, we needed something to differentiate us from the pack. AOL Mobile's differentiator is bringing the 'AOL flavour' of the Web to mobile. This is achieved by using InfoGin's technology and by providing traditional AOL services such as Instant Messaging and Mail. We expect to be the first MVNO in Germany to provide real Web access to all of its subscribers".

Mobile Virtual Network Operators (MVNOs) are becoming common alternatives to facilities-based wireless network service providers. A recent research from MVNODirectory.com found there are over 213 active MVNOs, the majority of which are spread across Europe. MVNOs account for 2.75 percent of the world's mobile users and are projected to rise to 3.3 percent by 2010, reaching more than 100 million subscribers.

InfoGin's Intelligent Mobile Platform (IMP™) is an end-to-end solution that enables automatic real-time Web to mobile content adaptation. InfoGin's solution uses unique content analysis algorithms that understand the visual aspect of the page, giving the mobile users the ultimate presentation of content originally designed for large screen display, on any device and without manual intervention.

InfoGin's IMP™ has been successfully deployed commercially by mobile operators, content aggregators and Internet Service Providers around the globe. Among InfoGin's customers are top tier players from the US, Asia, Europe and Israel. Customers commercial results indicate a continuous, significant increase in monthly usage traffic and a dramatic reduction in time-to-market delivery of rich Web services to the mobile.

-ends-

Enquiries:

Fly PR
Sarah Baldry / Catriona Biggart
Tel: +44 (20) 7608 4650
Email: infogin@fly-pr.com

Notes to Editor

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 content they desire, optimized to their mobile device, while offering a range of solutions which enhance mobile surfing experience. With an internationally proven track record for mobile content adaptation around the globe, 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.

InfoGin's flagship product, the Intelligent Mobile Platform™ (IMP™), enables real-time optimal reformatting of Web content to any mobile device, without compromising the Web's richness or the device functionality. InfoGin's platform 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.

Established in April, 2000, InfoGin is headquartered in Kfar-Saba, Israel.
For more information, visit www.infogin.com