

InfoGin Announces “Smartphone Web Optimizer” Allowing an Optimal Web Browsing Experience on Any Smartphone Device

MWC2012, Barcelona, Spain, Tuesday, February 28, 2012 – InfoGin (www.infogin.com), the pioneer and leading innovator in mobile browsing solutions, with traffic of more than one billion page views per month across the globe, announces today the availability of the InfoGin Smartphone Web Optimizer.

InfoGin's *Smartphone Web-Optimizer* enables publishers, advertisers, website owners, yellow pages, search providers and mobile carriers to allow users an optimal smartphone browsing experience of any website. Built on InfoGin's award-winning and patented Content & Functionality Adaptation solution, the Smartphone Web Optimizer allows users to enjoy their smartphones advanced features while browsing Web rich content. The *Smartphone Web Optimizer* automatically analyses Web content, renders it according to the content importance and optimizes it to the operator's network characteristics.

Out of the hundreds of millions of Websites available today, only a small fragment have a mobile-friendly version that allows smartphone users to enjoy a truly satisfactory mobile browsing experience. For the rest, smartphones may only display website content in what is called “classic PC-view”, forcing users to zoom in and out, double tap to focus on a specific area or move the web page right and left.

Eran Wyler, InfoGin's Founder and Chief Executive Officer commented: “Addressing the growing demand for optimized mobile Web browsing, InfoGin developed a special support for iPhone, Android, Windows Phone, Blackberry and other smartphone devices. Today everyone understands that a Desktop Website presented on smartphone needs a special treat. From our analysis, conducted in February 2012, based on our North America's services, and despite the fact that major Internet brands already implemented Smartphone optimized website, more than 64% of the mobile Web traffic is not optimized for smartphones.” added Wyler.

For mobile operators, InfoGin's *Smartphone Web-Optimizer* achieves up to 30 % data savings and further increases revenues from their portal content by including InfoGin's Content Overlay solution into their services. Content Overlay is a clientless, non-intrusive browsing solution that allows mobile operators to present toolbars and content from their portals during their subscribers' browsing session, while offering a smart, efficient and rewarding user experience on any smartphone.



The Whole Web @ Your Call

P R E S S R E L E A S E

For a demo of the *Smartphone Web Optimizer*, go to InfoGin's booth in Hall 6, Pavilion C50.

For more information, contact us at: info@infogin.com or go to our website at: www.infogin.com.

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About InfoGin

InfoGin is the pioneer and leading innovator in mobile browsing solutions for publishers, search providers and mobile carriers. InfoGin's services provide the ultimate browsing experience on any mobile device. With over eleven years of research & development, InfoGin has played a major role in designing, shaping, and implementing the mobile vision and product offerings of some of the world's top-tier publishers, Internet players and mobile carriers across the globe. InfoGin is a privately-owned company with offices in the U.S. and Israel. For more information, visit www.infogin.com.

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