WHY REINVENT THE WEB FOR MOBILE PHONES?

UK, 8 June 2006 – The WWW2006 conference saw industry leaders pushing for developments into specially created Web-like content for the world's two billion mobile devices "with researchers and companies keen to replicate the success of the original Web" (BBC online). Meanwhile brands rushed to register dotMobi domain names after the initiative declared it was down to individual Web sites to deliver content in a mobile-ready format. The dotMobi organisation, sponsored by mobile operators, claims that "dotMobi will revolutionise the use of the Internet on mobile devices... dotMobi is designed to guide mobile users to made-for-mobile Internet content and services that can be accessed with confidence."

Eran Wyler, CEO of InfoGin - a leading pioneer in the field of Web to Mobile content adaptation - asks why there is such a need for this effort to be made to enable web content for mobile-ready consumption when all can be taken care of in a matter of days at the operator or ISP level, as was the case with AOL in the US, and AIS in Thailand.

Eran Wyler says: *"I believe we should strive to deliver the real Internet to the world's two billion mobile devices. Why reinvent the Web when Internet users are happy with the Web sites and services that already exist. Users expect to view the content they're already familiar with in its full flavour. Faced with the limitations and related costs, content providers today deliver minimised and limited versions of web content, failing to meet mobile users' demands and expectations. At AOL, we brought some of the existing services to the mobile almost over night - and did the same with more complicated web sites such as MapQuest."*

"The onus should not be on brands to go away and spend huge amounts of money to re-write their Web sites. Mobile operators have a responsibility to their subscribers to make the Internet work as it was intended on all mobile devices - even if they are simple WAP-based handsets - because that is what subscribers have been led to believe it would be like," Wyler adds.

AOL launched its Mobile Search services July 2005. Following a steady and successful uptake, the service is now generally available to Sprint subscribers using Web-enabled phones. Eric Engstrom, senior vice president of Products for AOL's wireless group said: *"We selected InfoGin's solution to quickly meet rising consumer demand for mobile search and*

browsing services. Our relationship with InfoGin makes it easier than ever for mobile users to access their favourite Web sites and services on the go."

Similarly, Dutch mobile operator KPN is currently working in partnership with InfoGin. Erik Eising, director of portfolio management and innovation at KPN Mobile, said: *"Our cooperation with InfoGin will make it possible for even more KPN subscribers in the Netherlands to enjoy compelling mobile content. InfoGin's superior Web to content adaptation technology, performance, focus and vision has helped us to continue leading the way with attractive and innovative content services on any mobile device."*

Wyler concludes: *"We are already working with forward thinking operators and content aggregators around the world making the mobile Internet a reality for their customers right now. We look forward to bringing the real Internet to the entire mobile world much more quickly than most people anticipate.*

<div align="center">

###

</div>

For more information visit www.infogin.com

Enquiries:

Hotwire
Sarah Baldry
sarah.baldry@hotwirepr.com
Tel: +44 (20) 7608 4629

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, optimised 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 maximising 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.

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.

For more information, visit www.infogin.com