

IMImobile selected for Mobile Search Awards 2008

Nominated for the “Best entertainment or information service” category

Hyderabad, September 02, 2008: IMImobile, the global provider of value added services for mobile operators and content providers, is pleased to announce that the company has been shortlisted for the UK based Mobile Search Awards 2008. UniSpace, IMImobile's pioneering user generated content (UGC) platform is a finalist in the 'Best Entertainment or Information Service' category.

Tapping into the vast appetite for User Generated Content, IMImobile's UniSpace enables mobile subscribers to social network 'on the go'. Communities are created in the mobile space with users able to easily share their audio, video (including 3G video calls), pictures or text to earn rewards when other subscribers download that content. IMImobile is the first and the only Indian company to be nominated for Visiongain's Mobile Search Awards. The awards recognize the most progressive mobile players across the globe in various categories.

“We are delighted to be shortlisted for the Mobile Search Awards” said Vishwanath Alluri, CEO, Chairman and Founder. “IMImobile continues to develop exciting cutting edge technology in the mobile VAS space and we are pleased that our efforts are recognized by Visiongain.”

IMImobile will be honored at the 3rd Annual Mobile Search Conference & Awards presentation ceremony gala dinner, which will be held on the 16th September, 08 in London.