

Mobile Entertainment Awards

IMImobile finalist in the Emerging Markets Category

Hyderabad, April 21, 2008: IMImobile, the global provider of value added services for mobile operators and content providers, is pleased to announce the company has been shortlisted for the prestigious Mobile Entertainment Awards 2008 (Meffys) in association with Nokia. UnlSpace, IMImobile's pioneering user generated content (UGC) platform, is a finalist in the 'Emerging Markets Award' category following a highly successful deployment at Malaysian operator Maxis.

Tapping into the vast appetite for User Generated Content, IMImobile's UnlSpace 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 (airtime, freebies etc.) when other subscribers download that content.

Now in their fifth year the Meffys are regarded as the industry's most coveted awards and are independently judged by UK media and leading trade journalists and analysts. The 2008 Meffys contained thousands of submissions from more than 20 countries spanning four continents illustrating their true global diversity.

Vishwanath Alluri, IMImobile's CEO, commented "We are seeing very strong demand from operators to roll out mobile user generated content services and it is great that Meffys; the Oscars of Mobile Entertainment have recognised that UnlSpace offers a cost effective and very fast route for operators to do this. Malaysian operator Maxis recorded 150,000 upload and downloads in just seven months. IMImobile is committed to developing and managing innovative new services for our global clients and we are very pleased with this latest endorsement."

Rimma Perelmuter, MEF Executive Director, said: "This year's shortlist provides an excellent snapshot of this cutting-edge industry and an insight into what we can expect in the near future. The 2008 Meffys nominees focused on providing analytics, addressing usability concerns and tackling merchandising and pricing issues, which all goes to prove that the mobile entertainment industry is maturing. The stage is now set for an exciting awards show in Cannes appropriately timed to precede the world famous Cannes Film Festival."