

PRESS RELEASE



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MOBILETRAX ANNOUNCES THE 2011 MOBILITY AWARD WINNERS

Mobility Awards honor the best mobile computing and wireless communications products and services

ORLANDO, FL – INTERNATIONAL CTIA WIRELESS 2011 – March 23, 2011 – MobileTrax LLC, a leading mobile and wireless industry analyst firm, announced today the winners of the 2011 Mobility Awards at the Wireless Innovators dinner held during the annual International CTIA Wireless trade show at the Rosen Center. The 2011 Mobility Awards were selected by 31 press and analysts who cover the mobile and wireless market. Thus, the Mobility Awards recognize the best mobile computing and wireless data communications products and services introduced to the market during the past year.

Apple won the most awards with five including Product of the Year for the introduction of the iPad.

“There’s a need to recognize the hard work that the mobile device makers, software vendors and wireless operators are doing to provide subscribers with unique products and services,” said J. Gerry Purdy, Ph.D., Principal Analyst with MobileTrax LLC. “The Mobility Awards have honored the brightest innovators in mobile computing and wireless data communications products and services for the past 15 years.”

Each winner receives a complementary certificate acknowledging the award. The winners of the 2011 Mobility Award are shown in the list below.

2011 Mobility Awards
(Acknowledging the best products of 2010)

Category	Winning Firm	Winning Product/Service
Tablets / Large Screen	Apple, Inc.	iPad
Tablets / Small Screen	Samsung	Galaxy Tab
Tablets / Rugged Systems & Software	Panasonic Solutions Company	Toughbook U1 Ultra
SmartPhones / Non Licensed Platforms	Apple, Inc.	iPhone 4
SmartPhones / Licensed Platforms / Windows Phone 7 Platform	Samsung	Focus Phone 7 SmartPhone
SmartPhones / Licensed Platforms / Android Platform	HTC Corporation	EVO Android SmartPhone
eBook Readers / Consumer	Amazon.com, Inc.	Kindle 2
Technology Innovation / Software	DeviceAnywhere	Test Automation for Smart Devices
Technology Innovation / Hardware	Novatel Wireless, Inc.	MiFi® Intelligent Mobile Hotspot
Voice Processing / Speech to Text & Text to Speech	Nuance Communications, Inc.	Dragon Dictation
WirelessCommunications/ Cellular Network	Verizon Wireless	Wireless LTE
WirelessCommunications / Wireless Network Analytics	Carrier IQ, Inc.	Mobile Analytics Software
WirelessCommunications / WiFi	iPass, Inc.	iPass Mobile Network
WirelessCommunications / Femtocells	AT&T	3G MicroCell
Mobile Software / SmartPhone OS	Google, Inc.	Android
Mobile Software / Mobile Gaming	Electronic Arts, Inc.	Mobile Gaming Products
Mobile Software / Browsers & Enhancements	Opera Software ASA	Browser Software
Enterprise Mobility / Platforms	Sybase, Inc.	Mobile Platform
Enterprise Mobility / Mobile Video Conferencing	Vidyo, Inc.	Mobile Video Conferencing
Enterprise Mobility / Machine-to-Machine (M2M)	KORE Telematics	Digital Wireless Services
Enterprise Mobility / Mobile Resource Management	TeleNAV, Inc.	Track MRM
Messaging & Alerts / Alerting Services	Omnilink Corporation	Location Tracking Solution
Messaging & Alerts / Integrated Messaging	Sybase, Inc.	365 Mobile Messaging
Messaging & Alerts / Email	Research in Motion Limited	BlackBerry Email
Security / On-Device	Juniper Networks, Inc.	Junos Pulse Mobile Security Suite

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Category	Winning Firm	Winning Product/Service
Security / Mobile Video Security	Smartvue Corporation	Mobile Surveillance System
Services / Content Delivery	mPortal, Inc.	SpringBoard Software
Services / App Stores	Apple, Inc.	App Store
Services / Location Based Services	Google, Inc.	Mobile Maps/Navigation
Services / Social Networking	Facebook, Inc.	Connect
Services / PIM Synchronization	SugarSync, Inc.	SugarSync
Services / Application Development	Adobe Systems Incorporated	Air 2.5
Services / Prevent Texting While Driving	ZoomSafer, Inc.	Software Solutions
Services / Streaming Music	Pandora Media, Inc.	Internet Radio
Services / Mobile Video Services	Apple, Inc.	FaceTime
Mobile Marketing / Mobile Couponing	Cellfire, Inc.	Digital Save-to-Card Coupons
Mobile Marketing / Mobile Marketing Platforms	Air2Web, Inc.	Mobile Marketing Solutions
Mobile Marketing / Mobile Payments	Digby	Mobile Commerce Software Platform
Mobile Marketing / Mobile Advertising	MillennialMedia	Mobile Advertising Services
Mobile Marketing / Mobile Ad Exchanges	MobClix, Inc.	RTB Mobile Ad Exchange
Mobile Marketing / Mobile Ad Analytics	Bango.net Limited	Mobile Analytics
Mobile Commerce (mCommerce) / Mobile Purchase of Digital Assets	BOKU, Inc.	Pay By Mobile
Mobile Commerce (mCommerce) / Mobile Payments	hyperWALLET Systems, Inc.	Global Payment Solutions
Mobile Commerce (mCommerce) / Integrated Mobile Commerce	mFoundry, Inc.	Mobile Commerce Solutions
Mobile Commerce (mCommerce) / Mobile Banking & Payments	Obopay, Inc.	Mobile Money Transfers
Rookie of the Year	Foursquare	Mobile Check-In Service
M&A Transaction	Hewlett-Packard Development Company, L.P.	Acquisition of Palm
Product of the Year	Apple, Inc.	iPad
Special Social Impact Award	The mGive Foundation	Impact on Promoting Social Good via Mobile
Analyst Choice Award	AT&T Mobility	Multi-Modal Network (Wi-Fi & WWAN)

About MobileTrax

MobileTrax, LLC is a leading mobile and wireless industry analyst firm and is a trusted source of information regarding the mobile computing and wireless data communications industry. MobileTrax provides market research, conferences and consulting services regarding enterprise and consumer markets. MobileTrax is lead by J. Gerry Purdy, Ph.D., a globally recognized authority on mobile computing and wireless data communications. He writes and publishes *Inside Mobile*, a newsletter that is published each Wednesday and is read by more than 130,000 people. More information can be found at www.mobiletrax.com.

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