

Solaiemes Named as Nominee in GSMA's Mobile Innovation Grand Prix EMEA Tournament

Madrid. 21/5/2009. Solaiemes is pleased to announce that the GSMA has nominated its AVISG usability platform for the Most Innovative Consumer Application or Service category as part of the EMEA leg of the 2010 Mobile Innovation Grand Prix competition, being held at the GSMA's upcoming [Mobile Innovation EMEA Event](#) in Barcelona in June. The prestigious award is specifically designed for start-ups, small and medium sized organisations. It showcases promising entrepreneurs and recognises the leaders in the development of innovative mobile products.

AVISG enables a new generation of services combining voice call and browsing to create a rich multimodal experience. Mobile Banking, mobile search, mobile browsing, mobile CRM become easy and available for most of mobile users. Solaiemes technologies are based on features of mid tier (not only smartphones) devices and avoiding on device applications targeting all mobile users.

“We are thrilled with the number of high-quality entries we received for the EMEA leg of the 2010 Mobile Innovation Grand Prix competition,” said Bill Gajda, Chief Commercial Officer at the GSMA. “This event provides a rare opportunity for innovators to pitch new technologies to senior executives within the mobile operator, IT and venture capital communities.”

“We are excited with this nomination for our usability technology, AVISG, to create mass market mobile services, we think this opportunity will help to strength partnerships and get awareness of potential investors and customers”

said Juan Mateu, Solaiemes CEO.

Over two days, ten nominees from around the world will present their products and services in front of an esteemed judging panel and a global audience at the [GSMA Mobile Innovation EMEA Event](#) in Barcelona, 17th-19th June 2009. The two overall winners will be competing as a Finalist for the Mobile Innovation Grand Prix Cup as part of the GSMA's Global Mobile Awards at the leading event for the mobile communications industry, the Mobile World Congress, in February 2010.

For more information on the GSMA's Mobile Innovation EMEA Event and the Mobile Innovation Grand Prix awards programme, please visit: www.mobileinnovation.org/events/hit & www.mobileinnovation.org

About Solaiemes.

Solaiemes is a mobility-focused technology company; with a value proposition strongly focused on creating innovative, new use cases for mobility, and increasing usability on the mobile side. Solaiemes leads the way in monetizing and getting the most from current data networks and mid-tier handsets, generating value for MNOs, enterprises, service providers and Web 2.0 communities. With Solaiemes technology concepts as m-CRM (customer relationship management), m-ERP (Enterprise Resource Planning), and m-UGG (user generated content in WEB 2.0) finally become feasible. www.solaiemes.com . Follow us at <http://www.twitter.com/solaiemes>

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