



Smaato Mobile Advertising Award winners 2009 announced
Hundreds of developers enter from 19 countries
Key learnings and trends emerge of the current mobile ecosystem

Mobile 2.0, San Francisco, CA – October 16, 2009 – Smaato Inc., the leading mobile ad optimizer and mobile advertising company, is delighted to announce the winners of the Smaato Mobile Advertising Awards 2009 (<http://www.smaato.com/award-winners>).

- Overall iPhone category winner: Waze
- Overall Mobile web category winner: Flirtomatic
- Overall Apps category winner: Aloqa
- Microsoft Phone category winner: SPB TV
- Motorola Android category winner: Aloqa

Winners of the different categories were announced at the awards ceremony, which took place on October 15 in San Francisco, to recognize excellence in the world of mobile apps and the mobile web. The awards ceremony in San Francisco attracted more than 200 of the world's leading mobile developers, entrepreneurs, venture capital professionals and Investors.

Smaato awarded the overall winners free travel to Barcelona and booth space at the Mobile World Congress 2010 as well as various opportunities for publicity. In addition, the winners of the Microsoft Phone Category and the Motorola Android Category will receive prizes by sponsors Microsoft and Motorola. All 15 Finalists received deviceatlas licenses sponsored by dot.Mobi. As a special prize, a free booth at M-DAYS 2010 was awarded to Flirtomatic and Yoose.

Ragnar Kruse, CEO & Co-Founder of Smaato said: "We're proud that our awards provide developers the recognition they deserve for their work and highlight some of the coolest content on the planet. We've received entries from around the world and we are seeing really fresh ideas and great innovation in content and services. It's amazing to see the diversity and the brilliance of content in the mobile world."

With about 250 nominees and registrations from all corners of the world, judges were shown a diverse range of apps and content from a mix of cultures and ethnicities. With such a blend of backgrounds, influences and differences in demand, some fascinating trends naturally emerged from the awards process.



Jury member Tomi Ahonen said: "I follow mobile services and applications around the world and write about them regularly. I was very impressed by the very high level of quality of the entrants to the Smaato awards and in particular how many of the services have achieved considerable commercial success, wide adoption and use."

Tomi continued: "I was also very impressed by how many different countries had sent entries, not only the usual suspects of mobile innovation and leadership, but even entries coming from Brazil, Africa etc, and being worthy finalists to the awards."

The three overall winners will be introduced to eight of the top VC's in the industry, tapping into their wealth of knowledge and networks to give them the best possible help for the future.

Rich Wong, VC partner at Accel stated: "The Smaato Awards have brought together some of the most talented developers from all platforms in one place. The diversity of people, content and countries represented, goes to show how vibrant the world of mobile truly is."

Introductions will be made to these leading Venture Capital partners from U.S and Europe:

- Frédéric Veyssière - Innovacom
- Jörg Sievert - SAP Ventures
- Mark Kvamme - Sequoia Capital
- Matt Murphy - Kleiner Perkins Caufield & Byers
- Niall Davis - aeris CAPITAL
- Rich Wong - Accel
- Tim Chang - Norwest Venture Partners
- Tim Draper - Draper Fisher Jurvetson

The Smaato Awards 2009 featured a world-class jury of leading influencers of the mobile community:

- Bambi Francisco (vator.tv)
- Bena Roberts (GoMoNews)
- Caroline Lewko (WIP)
- Giselle Tsurulnik (Mobile Marketer)
- James Cameron (Camerjam)
- Jim Cook (MobiAdNews)
- Jörg Sievert (SAP Ventures)
- Kei Shimada (Infinita)



- Lubna Dajani (Mobile Monday, NYC)
- Mark Wächter (Mobile Monday, Germany & BVDW)
- Matthew Snyder (ADObjects)
- Matthaus Krzykowski (Mobile coordinator, Venture Beat)
- Michelle Sklar (bnetTV)
- Peggy Anne Salz (MSearchGroove)
- Ragnar Kruse (Smaato)
- Rudy De Waele (dotOpen/mTrends)
- Tim Green (Mobile Entertainment UK)
- Tomi Ahonen (Author)
- Trey Harvin (mobiThinking)

TOP 5 MOBILE APP TRENDS

From the Smaato Mobile Advertising Award entries, the judges have seen some top trends emerge. Shining from the crowded mobile app landscape, where now 85K mobile apps are competing for attention in the iPhone appstore alone, developers are faced with key questions to evolve. What is a clever approach to building a big audience, getting downloads, and keeping an app relevant for daily consumer use? Some trends Smaato has spotted include:

1) Location, location, location

With success seen from location-based apps from Smaato Award Finalists such as Waze, Aloqa, Lucky Magazine (NearbyNow) and Yoose, the app enthused public is demonstrating that they are curious about socializing with other people using the same app, in the same geographic region. People who use these apps are engaging with local promotions or meeting up for coffee, even saying hi to each other as they pass in the street.

2) Brand building with apps

Among the thousands of apps available, many brands have stepped into the arena, extending their reach to involve the app hungry audiences around the world. We see GAP, Lufthansa, Barclaycard (by Award Finalist Fishlabs) and more leading brand marketers worldwide, all as excellent examples of how to connect with brand fans by developing useful apps that reflect a brand's mission or extend their services to ubiquitous mobile devices and smartphones.

3) Profitable Fun

At the heart of the more successful app developer's mission is increasing attention toward how to build sustained growth and profitability with different monetization options, such as SPB TV. For added monetization mobile developers are turning to mobile advertising solutions, such as options provided by Smaato.

4) Apps are the new fashion accessory!

Pop cultural media is increasingly paying attention to what apps fashionable people are downloading, and often feature interesting apps that are on-trend. At trendy bars in cosmopolitan cities people can be seen exchanging tips about the best apps to use in daily life, or just to have fun. Among the most popular we see Twitter applications such as Zensify and MoTweet, and urban guides like Buzzd or Geodelic Sherpa taking center stage. Greatly designed mobile utilities can be real life helpers like "Little Helpers" for tracking expenses.

5) Beyond the app

Increasingly, mobile publishers are building social networking and other conversational features to add value either within apps or on the mobile web, like itsmy or Flirtomatic. We see examples of API platforms being widened to build a bridge that takes an app beyond being something you only use on a mobile phone, to integration with the traditional online world. In the advent of the 2010 soccer world championships, reach on the mobile web is achieved either globally by goal.com or locally by Lance! in Brazil.

About Smaato Inc.

Smaato is a pioneering mobile advertising company that operates the leading mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with mobile publishers, developers, ad networks and operators.

SOMA's unique feature is the aggregation of multiple leading ad networks globally to maximize mobile advertising ARPU. SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2009 & 2007) and was an Andrew Seybold Choice Awards finalist at CTIA 2008 for best Newcomer, among other awards. Smaato Inc. is based in Redwood Shores, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany.

Press contact Smaato Inc.

Harald
Neidhardt
CMO & Co-Founder
harald@smaato.com
@hneidhardt

Neil Robertson
IF Communications
neil@if-communications.com
@neil_robertson

Smaato Inc.

3 Lagoon Drive, Suite 170
Redwood Shores, CA 94065
Phone (USA): +1 (650) 286 11 98
Phone (Europe) +49 (40) 35 71 83 88
www.smaato.com
@smaato_soma