

Impetus ranks among Top 15 in GSMA 2009 Mobile Innovation Global Award Competition - APAC Tournament

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The GSMA's Mobile Innovation Global Award Competition is a highly regarded award competition in the mobile industry. The objective of the competition is to stimulate innovation and accelerate its eventual adoption. It recognizes breakthrough technology, applications, and services in the mobile industry by showcasing smaller start-up companies developing innovative products and solutions. Impetus nominated its very creative commodity trading application which is its flagship offering in the Indian Rural VAS market. The application is targeted towards farmers and agricultural commodity traders who need updated information on current prices of various commodities across the country. The application helps them get the spot prices from all markets for any commodity of their interest, in real time, thus enabling them to make more informed and prudent trading decisions.

Impetus Mobile Labs (mLabs) will compete against two other companies in its category vying for the position of Global Semi-Finalist / regional category winner and potentially Global Finalist, to compete at the GSMA Mobile World Congress in Barcelona next February. Impetus will get the opportunity for advancement by presenting its products to the judging panel in person as a part of the GSMA Mobile Asia Congress agenda. The distinguished judging panel includes representatives from Vodafone Ventures, Belgacom, Orange, SK Telecom, Telecom Italia, Microsoft Corporation, Intel Capital, and ICT 168 Capital. The results will be declared in a ceremony during the Mobile Innovation Marketplace event at the Mobile Asia Congress in Macau, China between 18-20 November, 2008.

Speaking on the achievement, Mr. Praveen Kankariya, CEO, Impetus Technologies said, "We are truly privileged to be recognized in GSMA's Mobile Innovation Global Award Competition. We have been focusing on this space and are continuously researching and evolving new paradigms in the mobile arena. This recognition is a manifestation of our mobile efforts - we hope to be able to get to the top slot and then compete against the world's best at Barcelona."

Impetus is fast becoming a major player in the exciting and high-growth domain of mobile and wireless application software and infrastructure solutions. These solutions are designed to connect

systems, applications, data and various media content to mobile devices quickly and easily, providing immediate visibility into our dynamic and ever-changing world.

Impetus Mobile and Wireless Technology group, mLabs continues to explore the evolution of strategies, techniques, and technologies, essential in the drive for organizational mobility, agility and success. Within mLabs, the company has an expert group of engineers working on the latest innovations on different mobile platforms like iPhone, Android, J2ME, BREW, Blackberry RIM, Symbian, Windows Mobile, Flash Lite etc. The group has developed various high end and complex applications in these technologies spanning various verticals such as Sales Force Automation, Instant Messenger & Presence applications and Value Added Services applications, among others.

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About Impetus:

Headquartered in San Jose, Impetus Technologies provides outsourced software product design, R&D and related services to leading global software product companies. Impetus has been involved with hundreds of product launches over its decade-long association with its clients ranging from enterprise class companies to innovative technology start-ups.

Impetus works on cutting-edge technologies to develop a variety of next-generation products for a range of vertical domains. From enterprise applications that optimize supply chains and credit portfolios, to solutions for the emerging rich media and digital content verticals; and from products for wireless networks and mobile handsets to software for network forensics and communication monitoring, Impetus' emphasis on continuous innovation adds significant value to its clients' technology initiatives.

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