

PhoCusWright Inc. PRESS RELEASE

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INTERACTIVE MOBILE @DVERTISING LLC NAMED TRAVEL INDUSTRY'S MOST INNOVATIVE APPLICATION

Hollywood, Calif., USA, November 20, 2008—interactive Mobile @dvertising LLC was honored as the force behind the travel industry's most innovative application at *The PhoCusWright Conference*, held in Hollywood on November 17 – 20.

Interactive Mobile @dvertising LLC's product, iM@ (pronounced "I'm at") is a geo-intelligent mobile content management platform providing travelers with on-demand access to destination-specific information on accommodation, transportation and entertainment.

Five additional companies were honored as top innovators at *The Travel Innovation Summit*. They were selected by real-time audience voting on Monday, November 17. The winning companies then presented their businesses to a second audience on *Center Stage* at *The PhoCusWright Conference*, where the "Best in Show" was chosen by a blue ribbon panel of representatives from different areas of the travel industry (analysts, pundits, media and bloggers).

"*The Travel Innovation Summit* demonstrators afforded attendees a sneak preview of the next big wave of ideas that will shape the travel marketplace over the next 12 to 18 months," noted Philip Wolf, PhoCusWright president and CEO.

"Because the travel researching, planning, sharing and purchasing process is wholly digital, travel is an e-commerce category killer. Technology-based innovation that improves customer travel planning experiences is therefore a growth catalyst for the overall industry," Wolf added.

PhoCusWright scrutinized hundreds of applications for slots to demonstrate at *The Travel Innovation Summit*. Selection of the winning innovator took place on *Center Stage* during *The PhoCusWright Conference*. The judges are: Joseph Buhler, principal of buhlerworks; Timothy Hughes, The BOOT-The Business of Online Travel; Nelson Granados, assistant professor, information systems at Pepperdine University; Jennifer Leo, lead blogger of the L.A. Times' Daily Travel & Deal Blog; Kevin May, editor of Travolution; Michaela Papenhoff, CEO of h2c; Norman Rose, president, Travel Tech Consulting Inc.; Gene Quinn, PhoCusWright chairman; George Roukas, partner, Hudson Crossing LLC; and Rebecca Tobin, managing editor of *Travel Weekly*.

Now in its 15th year, *The PhoCusWright Conference* brings together a prestigious group of 1,000 travel, tourism and hospitality players to engage, debate and define the latest developments in global travel commerce.

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About interactive Mobile @dvertising LLC

iM@ has developed a mobile content management platform and hand-held, mobile phone-based user application for the travel and tourism sector. iM@ develops "geo-intelligent" mobile visitors guides for major tourist and business travel destinations. Through a simple, downloadable mobile phone application, we provide travelers with immediate on-demand access to destination-specific information on accommodations, transportation, dining, points of interest, entertainment, etc. By establishing an interactive, two-way (push & pull) communication via the iM@ mobile platform, suppliers and sponsors within each destination can expose their ads and special offers with pinpoint accuracy to the right people, at the right time and location, who have opted to receive them.

About PhoCusWright Inc.

PhoCusWright is the travel industry research authority on how travelers, suppliers and intermediaries connect. Independent, rigorous and unbiased, PhoCusWright fosters smart strategic planning and tactical decision-making.

PhoCusWright delivers qualitative and quantitative research on the evolving dynamics that influence travel, tourism and hospitality distribution. Our marketplace intelligence is the industry standard for segmentation, sizing, forecasting, trends, analysis and consumer travel planning behavior. Every day around the world, senior executives, marketers, strategists and research professionals from all segments of the industry value chain use PhoCusWright research for competitive advantage.

To complement its primary research in North America, Europe and Asia, PhoCusWright produces several high-profile conferences in the U.S., Germany and India, and partners with conferences in the U.K., China and Singapore. Industry leaders and company analysts bring this intelligence to life debating issues, sharing ideas and defining the ever-evolving reality of travel commerce.

The company is headquartered in the United States, with offices in Germany and India.

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