



## **IKIVO SELECTED AS RED HERRING 100 EUROPE 2009 FINALIST**

*IKIVO picked among most promising technology ventures by innovative listing*

**Stockholm, 1 April 2009:** IKIVO, the No. 1 European supplier of rich media client solutions, has been selected as a finalist for the Red Herring 100 Europe 2009 award. The award is given to the top 100 private technology companies based in Europe, the Middle East and Africa each year.

“We are honoured to be among the finalists for the Red Herring 100 Europe 2009 award. This is a reflection of our achievements in the past year, focusing our efforts on producing groundbreaking technology such as interactive mobile widgets, innovative user interfaces and rich media applications,” says Huw W. Hampson-Jones, CEO of IKIVO.

IKIVO was selected as a finalist by Red Herring’s editorial staff, who rigorously evaluated several hundred private companies through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy, and dedication to research and development.

“This year’s impressive list of submissions from companies demonstrates Europe’s growing role as a major centre of innovation in the global technology sector. The exceptional accomplishments of European technology startups and entrepreneurs are a testament to the rapid advancements being made in building the European innovation ecosystem,” said Red Herring publisher, Alex Vieux.

The Red Herring 100 awards are part of the publication’s tradition of identifying of new and innovative technology companies and entrepreneurs. Companies including Google, eBay and Skype are all previous finalists for the award.

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### **About IKIVO**

IKIVO is the No. 1 European supplier of rich media application-enabling solutions based on open standards, with a deployed base greater than 350 million mobile phones. IKIVO’s solutions empower mobile operators, mobile device manufacturers, consumer electronics firms and media companies to deliver rich compelling content services, such as innovative user interfaces, mobile widgets, interactive TV, on-device portals and mobile advertising.

IKIVO Enrich is a framework of products focusing on client side technology, delivering graphically rich, embedded applications and user experiences for mobile devices and consumer electronics products. It is based on open web technologies and supports multiple platforms. For more information, please visit [www.ikivo.com](http://www.ikivo.com).

### **About Red Herring**

Red Herring is a global media company which unites the world’s best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for technology leaders around the globe. Red Herring provides an insider’s access to the global innovation economy, featuring unparalleled

insights on the emerging technologies driving the economy. For more information, please visit [www.redherring.com](http://www.redherring.com).

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