



Meffys winners showcase diverse mobile entertainment industry

Awards highlight industry's key areas of focus

Cannes 9 May 2008 - The Mobile Entertainment Forum (MEF) last night unveiled the winners of this year's coveted Meffys awards at a glitzy gala dinner in Cannes. The Meffys, sponsored by Nokia for the second year running, were hosted by popular TV presenter and Gadget Show guru Suzi Perry.

The winning entries of the fifth annual awards once again provide a snapshot of the range of products and services, from the mainstream to the advanced, that are entertaining consumers on the go. In recognition of the industry's efforts to offer consumers value for money and easy access to a wide choice of mobile entertainment, two new categories, Quality of Experience and Off-Deck Service, were introduced this year. A further new award, Emerging Markets, highlights the exciting new possibilities for engaging content creators and consumers alike in developing regions.

This year's winners were selected from more than 200 submissions from 21 countries covering four continents, underlining the universal appeal of mobile entertainment.

Rimma Perelmuter, MEF Executive Director, said: "A focus on discoverability, interactivity, usability and affordability were the common strands shared by this year's winners. Above all, the companies selected by the Meffys judges clearly focused on putting the consumer first; attracting and entertaining subscribers through a variety of appealing offerings including innovative new ad-supported, communities and subscription-based models."

The Meffys 2008 Winners are:

The Games Award

Winner: Nokia – "Hooked on: Creatures of the Deep"

Shortlisted:

Hands-On Mobile – "World Poker Tour: Texas Hold 'Em 2"

Konami Digital Entertainment – "Metal Gear Solid Mobile"

Konami Digital Entertainment – "Pro Evolution Soccer 2008"

Player X – "Hollywood Hospital"

The Music Service Award

Winner: mBlox & Myxer – "Myxer Mobile Music"

Shortlisted:

Gracenote – "Gracenote Mobile Music Platform"

Omnifone – "Vodafone MusicStation"

Shazam – "Shazam iD"

Sony Ericsson Mobile Communications – "TrackID"

The Artist Campaign Award

Winner: Absolute Marketing & Distribution – “Wet Wet Wet SMS Pre-order Campaign”

Shortlisted:

Moze – “Rascal Flatts Mobile Campaign”

Parlophone & New Visions – “Kylie Konnect”

RCA Music Group – “Cassidy B.A.R.S. Campaign”

Telenor – “Bigbang Fan Blog”

The TV & Video Service Award

Winner: Rhythm NewMedia and 3UK – “Free Video on 3UK”

Shortlisted:

Clippz – “Clippz.com”

inLive Interactive – “Interactive Mass Participation”

Rubberduck Media Lab – “Studio 1: Mobile TV Platform”

Vantrix – “Ad-Supported Video Weather Forecasts”

The Technology Innovation Award

Winner: Zeemote® – “Zeemote JS1 Controller”

Shortlisted:

Bango – “Bango Analytics”

Kyte – “Kyte”

MMCast – “MMCast”

Qualcomm MEMS Technologies – “mirasol™ displays”

The Content Award

Winner: Fun Little Movies – “Fun Little Movies Channel”

Shortlisted:

BBH – “Cippi’s Trump Selecta!”

MTV Networks International – “Digital Originals”

Orange Israel and Donna Productions – “Undercover”

Yam112003 – “Quasi TG”

The Communities & UGC Award

Winner: Flirtomatic – “Flirtomatic”

Shortlisted:

Dada – “Dada.net, Powered by Me”

Gofresh – “itsmy.com”

Juice Wireless – “JuiceCaster”

UTEL – “Fotochat”

The Search & Discovery Award

Winner: Gracenote – “Gracenote Mobile Music Platform”

Shortlisted:

AquaMobile – “Clic2C”

JumpTap – “SmartComponents”

kannuu – “kannuu”

MCN – “Yahoo! Mobile Japan DigiCon Search”

The Marketing Campaign Award

Winner: Orange – “Frank TV”

Shortlisted:

BBH – “Cippi’s Trump Selecta!”

BBH – “Lynx Get In There”

Orange – “Wannabe Wicked”
Que Pasa Communications – “V Festival Cross Platform Project”

The Handset Application Award

Winner: fring – “fring”

Shortlisted:

Handmark – “Pocket Express”
Juice Wireless – “JuiceCaster”
MMCast – “MMCast”
Picsel Technologies – “Picsel CUI Browser”

Quality of Experience Award

Winner: Zeemote® – “Zeemote JS1 Controller”

Shortlisted:

News International – “Times Mobile”
NXP Software – “SportsDJ”
Picsel – “ePAGE/File Viewer”
Surfkitchen – “Cincinnati Bell ‘My Phone’”

Off Deck Service Award

Winner: Thumbplay – “Thumbplay”

Shortlisted:

Dada – “Dada.net for Web & Mobile”
Hungama Mobile – “FTV”
mywaves – “mywaves”
Refresh Mobile – “Mippin”

The Emerging Markets Award

Winner: Celtel/Zain & Inmobia Mobile Technology – “Rock Your World!”

Shortlisted:

Geodesic – “Mundu Radio: Comprehensive Internet Radio Solution”
IMImobile – “IMImobile UnIspace”
Tata Indicom & Opera Software – “Opera Mini for Low Cost Handsets”
Telenor Serbia – “Telenor WAP Portal Project”

The Innovative Business Model Award

Winner: MMCast – “MMCast”

Shortlisted:

Amobee – “Amobee Media Systems”
Nokia – “N-Gage First Access”
Reitek & Comdata – “Fiat Multi-channel Customer Caring”
Yam112003 – “Quasi TG”

The Handset Award

Winner: Nokia – “N95 8GB”

Shortlisted:

Motorola – “MOTO Z10”
Samsung Electronics – “Soul SGH-U900”
Sony Ericsson Italy – “Sony Ericsson W910i”

The Operator Award

Winner: Orange – “Orange”

Shortlisted:

3 UK – “3 UK”

T-Mobile International – “T-Mobile’s web’n’walk 3.0”

The Meffys are supported by an impressive global array of media partners covering the mobile, entertainment and advertising industries.

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