ShoZu Wins Gold in the Future Mobile Awards for their Contribution to Mobile Web 2.0

Submitted by: Juniper Research

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HAMPSHIRE, UK: August 19th, 2008 – Mobile Web 2.0 innovators, ShoZu, have been selected by Juniper Research as the top award winner in the Future Mobile Awards - mobile web 2.0 category.

The Future Mobile Awards are given to companies that have made a significant contribution to their sector and are poised to make considerable market impact in the future. The gold award recognises ShoZu as being a leading light in the development of the sector.

Ian Chard, panel judge and Analyst at Juniper Research says, "Supporting one-click transfer of digital content between mobile phones and 50+ social web destinations, geo-tagging, mobile-to-web messaging, and behavioural targeted advertising, ShoZu offers mobile network operators an established, all-round Mobile Web 2.0 on/off-deck turnkey platform. The average user is said to generate 20 network 'events' (i.e. content uploads/downloads) per month, with heavy users generating in excess of 100 events per month. This success demonstrates what can be achieved if users have the right tools available. ShoZu has partnered with Telecom Italia, Singapore's StarHub and 3 (Austria and UK) under revenue-share agreements, while shipping as an embedded application on Motorola and Samsung handsets. By providing the mobile web equivalent of a DVR (Digital Video Recorder) and catering to the needs of the prosumer, ShoZu is a deserving Gold winner this year."

The awards were granted by a panel of expert judges based on a number of criteria, including: Innovation; Customer retention and growth; Commercial deployment; Ease of use/user interface; Revenue generation; Pricing (for services/products); and Capability/functionality. Gold and Silver awards were conferred for each category - Gold awarded to ShoZu, and Silver to BuzzCity - within the mobile web 2.0 category.

ShoZu CEO Mark Bol commented, "ShoZu has received some of the top awards in the industry, but being recognized by a respected analyst firm like Juniper Research is particularly gratifying. They clearly understand the problems of the mobile Web, the need to mobilize social media, and our contribution to both areas," He continued, "Our goal all along has been to help users manage their online social lives from the handset, and this award shows that we have done that better than anyone else in the industry."

ShoZu is a mobile utility that speeds and simplifies the process of interacting with online social media from the mobile phone by enabling users to connect to over 50 Web 2.0 sites - ranging from Facebook to YouTube, Flickr, Kodak EasyShare Gallery, Photobucket, Twitter, Google Blogger, WordPress and beyond - from a single interface. This eliminates the need to open a mobile browser and navigate to each community. With ShoZu installed on the handset, smartphone, iPhone or BlackBerry, users can mass-publish any photo or video to multiple websites and/or email addresses with a single upload; send Twitters and update Facebook status from the same interface; have friends' photos, comments and other posts delivered directly to the mobile device without intervention; and more. (www.shozu.com)

For further information on the awards please visit www.juniperresearch.com/futuremobileawards.htm or contact John Levett at john.levett@juniperresearch.com telephone +44(0)1256 830002.

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