

## Press Release

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interactive MOBILE @dvertising, LLC

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## **iM@ Named PhoCusWright's Travel Technology Innovator of the Year**

***Interactive Mobile @dvertising LLC (iM@) was honored as the force behind the travel industry's most innovative application at The PhoCusWright Conference, held in Hollywood on November 17 - 20, 2008***

Hollywood, CA [November 20, 2008] – interactive MOBILE @dvertising, 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 or, iM@ (pronounced "I'm at") develops geo-intelligent mobile destination guides to the most popular destinations in North America. iM@'s free, downloadable mobile phone application provides travelers with on-demand access to destination-specific information on accommodations, attractions, dining, transportation, entertainment and more.

During the Travel Innovation Summit, which took place all day on Monday November 17<sup>th</sup>, thirty two (32) companies presented their travel technology applications. Prior to the event, each applicant was thoroughly vetted by PhoCusWright analysts, using detailed questionnaires, 30-minute interviews and scrutiny of the various technology applications. Only the most innovative and exciting made the cut. Then with hand-held, interactive voting devices, the audience of PhoCusWright attendees critically assessed each demonstrator on the technical and business value of the innovation, as well as its potential effect on the marketplace.

In addition to iM@, five other companies were honored as top innovators at The Travel Innovation Summit. These companies then presented their businesses to a second audience on Center Stage at The PhoCusWright Conference, where iM@ was

selected "Best in Show" by a blue ribbon panel of representatives from different areas of the travel industry (analysts, pundits, media and bloggers).

"PhoCusWright is without a doubt the most significant annual event in travel technology" said Kerry J. Cannon, Jr., CEO of iM@. "As a new company, to earn the top innovator award, is a tremendous validation of our business model, and has further enhanced our credibility among travel suppliers, potential partners, and the venture community."

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#### **About Interactive Mobile @dvertising LLC**

iM@ develops "geo-intelligent" mobile destination guides for major tourist and business travel destinations. Through a simple, downloadable mobile phone application, iM@ provides 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. The company is based in Norwalk, Connecticut.

#### **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.