

Smaato Mobile Advertising Award: VC Partners and Nominees shortlist 2010 announced

Date: 07-30-2010 04:35 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Smaato Inc.](#)

Agency: **IF Communications**



Frank Boehnke (Wellington), Tim Chang (Norvest Ventures), Niall Davis (aeris CAPITAL), Tim Draper (Draper Fisher Jurvetson), Joerg Sievert (SAP Ventures) and Frédéric Veyssière (Innovacom) will meet the Smaato Award winner

Redwood Shores, CA – July 29, 2010 – Smaato Inc., the leading mobile ad optimizer and mobile advertising company, is delighted to announce the VC partners and first set of nominees for the Smaato Mobile Advertising Award 2010. Publishers have until end of day, August 20, to add their app or website to the growing list at www.smaato.com/award.

Around 100 of the industry's hottest companies have submitted content so far:

4Square Labs, AccuRadio, AccuWeather.com, aka-aki, Aloqa, AroundMe, audioBoo, Barcode Scanner, Brightkite, Bubble, Bump, Buzzd, bWeather, Cellfire Grocery Coupons, City Sense, Compass, cooliris, delivr.com, Doodle Jump, eBay Mobile, eBuddy Messenger, Evernote, Facebook, Fandango Movies, FishLabs, Flirtomatic, Foursquare, Fring, Google Sky Map, Gypsii, Handmark Pocket Express, iCarly: Sam's Remote Lite, ICQ, iheartradio, imeem Mobile, itsmy, Jumbuck, Kyte, Last.fm, Layar Reality Browser, Liquid Air Labs, Lufthansa, MapQuest 4 Mobile, Meebo IM, Mobiluck, moblr, Moco Space, moTweets, My Tracks, NearbyNow, Nimbuzz, NYTimes, Orbster, pageonce, PandaHome, Pandora Radio, Qeep, Qik Video Camera, RadioTime, RjDj, Rumble, Seismic for Twitter, Shake, Shazam, Sherpa, Shozu, Skyfire Mobile, SMS2.0, Smule, SPB Mobile Software, Spotify, Squace, Tonchidot, TuneWiki, TV.com, virtual, Twidroid for Twitter, Twikini, unlike networks, USA TODAY, Venista m-Joy, Waze, The Weather Channel, Worldmate, Yelp, YomoMedia.

Ragnar Kruse, CEO & Co-Founder of Smaato said: "Since the success of 2009's Smaato Award, the mobile market has truly blossomed with innovative apps and websites. The introduction of Apple's iPad and the explosion of Android have given developers further scope and opportunity for innovation and the nominations we've had so far are a testament to this. It's going to be an extremely tough job trying to pick the finalists for each category, let alone an overall winner!"

About the Smaato Mobile Advertising Award:

The award will honor mobile publishers or developers with an outstanding mobile ad-enabled solution in several categories: Apple iOS, Google Android, Samsung Bada, Symbian, Windows Phone, RIM Blackberry, websites, branded games and mobile campaigns.

Besides meeting with the named venture capital partners, Smaato will invite the winner to participate at Mobile World Congress in Barcelona.

Deadline for submissions is August 20th, 2010.

The winner will be announced during CTIA San Francisco, October 6-8, 2010.

About Smaato

Smaato is a pioneering mobile advertising company that operates the mobile ad optimization platform called SOMA (Smaato

Open Mobile Advertising) and partners with mobile publishers, developers, ad networks and operators. More than 6,000 publishers have signed up with Smaato as a partner to monetize their content in 220+ countries and Smaato is managing 8 billion ad requests per month.

SOMA's unique feature is the aggregation of 40+ leading ad networks globally to maximize mobile advertising ARPU. SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato is an active member of the Mobile Marketing Association and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2009 & 2007) and was recently named a "company to watch" in 2010 by Financial Analyst company GP Bullhound, among other awards.

Smaato Inc. is based in Redwood Shores, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany and the Asia-Pacific presence of Smaato has been established in Singapore.

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