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Mobile Content Solutions Provider iO Global Launches U.S. Operations

Company to accelerate mobile advertising adoption with innovative content delivery platform and measurement services for media and advertisers

/24-7PressRelease/ - NEW YORK, NY, September 17, 2007 - iO Global, a provider of integrated mobile content solutions and a spin-off of British Telecommunications' venture program, announces the launch of its North American operations in New York, in the heart of Madison Avenue's advertising agency culture.

iO Global's flagship technology platform to manage and deliver content to mobile phones has been successfully deployed by carriers in high-growth markets in Europe, the Middle East and Africa (EMEA). In North America, the company is introducing new services for media companies and advertisers that enable next generation, advertising-supported mobile content. iO Global's solution represents a significant step toward the integration of consumer experiences across three screens - television, personal computer and mobile phone.

Today, marketing to mobile consumers is retail-focused and primarily based on transactions. By developing new tools for delivering personalized content on mobile, as well as assessing the brand experience across the three screens, iO Global enables advertisers to effectively drive return on investment on integrated strategies. In turn, advertising-supported content and personalized delivery to consumers allows media companies to tap new opportunities for monetizing their access to mobile audiences.

"The state of marketing in the mobile space is embryonic. Today's business model represents a small percentage of the opportunity. We intend to accelerate the evolution of mobile marketing by introducing a new advertising-based approach supported by the industry's first true ROI measurements," said iO Global North America Managing Director Bob DeSena. The company's strategy in North America is driven by a team of advertising, marketing and mobile industry pioneers. As a recognized consumer engagement visionary and industry spokesman, DeSena brings extensive experience combining brand marketing, direct marketing and digital platforms to iO Global. Prior to joining iO Global, DeSena was managing partner and director of active engagement for Mediaedge:cia (MEC), a WPP owned global communications planning and implementation agency.

Joining DeSena on the North American management team is Jeffrey Lee as vice president of strategy and business development. Lee is the former CEO of Proteus, a provider of mobile content distribution technology with customers that included FOX, ABC and Discovery. Vice President of Consumer Experience Elizabeth Chaney has been at the forefront of the consumer-based experiences field for over a decade, having held senior positions with The McKenna Group and Scient Corporation.

"With a stellar management team, iO Global is uniquely positioned to serve the needs of media companies, advertisers, carriers and consumers," said Martin Knestrick, CEO of iO Global. "The team has a deep understanding of key issues shaping and driving the North American marketing and advertising industries and is thus able to embrace the vast, untapped potential of mobile marketing. Personalization and metrics are more than buzz words to us - they are an integral part of our solution."

About iO Global

iO Global provides the software and services to enable network operators, media brands and advertisers to collaborate in a trading model to personalize and monetize their interactions with consumers. iO's Mobile Experience Solutions turn the mobile device into the individual's "remote control" for using digital content and services anytime, anyplace, anywhere. iO Global was created in May 2005 by BT and New Venture Partners after five years of development in BT's Research Laboratories. For more information, visit www.io-me.com.

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