



Invitation
For immediate release

IFRA 2008 – Get the Mobile Picture!

– Visible results through invisible integration – leveraging the opportunities of the mobile Internet

Conmio @ IFRA 2008
Amsterdam RAI
27-30 October 2008

Conmio Ltd. brings media content into mobile browsers and invites you to join our experts at IFRA 2008. You can find us in Hall 9, booth 9565.

Conmio experts are available for one to one meetings and demos throughout the show. With them, you will have a chance to discuss in more detail:

- How **today's Internet is finally mobile** - with the rapidly growing penetration of 3G handsets and reasonably priced mobile data connections readily available, the key to the real take-off of mobile use of Internet is the quality of services available
- The **role of context awareness** in offering mobile content and advertising - for example, recent research from Capgemini says that mobile advertising is the fastest growing non-traditional channel for ads, with a CAGR of 66%
- How dailies and their classified ads can be brought to the mobile channel, and **invisible integration** of the mobile channel to publishing systems, to improve customer services and loyalty – example cases include **New York Times** and **Maaseudun Tulevaisuus** (Finland's third largest newspaper)

Conmio is also a sponsor of the **IFRA Nordic Lunch** held on **Tuesday, 28 October** in RAI room "L". We will start at 12 o'clock with a short presentations by Conmio and the other sponsors. An IFRA representative will also be present to talk about the trends at IFRA Expo 2008. After the presentations, there will be a networking lunch with drinks.

If you are interested to meet with us, please call +358 40 752 4241 or email tero.hamalainen@conmio.com to book your meeting.

We hope to see you at IFRA 2008!

Best Regards,

Tero Hämäläinen
CEO, Conmio Ltd.

Postal address
PL 162
FI-00211 HELSINKI
FINLAND

Visiting address
Eerikinkatu 2
00100 HELSINKI
FINLAND

Tel.
+358 9 8562 0675
Fax.
+ 358 9 8562 0676

Email
info@conmio.com

Internet
www.conmio.com
Mobile
conmio.mobi

