



Invitation
For immediate release

IFRA 7th Mobile Media Day 2009 and Workshop Mobile Systems – Mobile Opportunities!

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

Conmio @ IFRA 7th Mobile Media Day 2009 / Workshop Mobile Systems
Amsterdam Radisson SAS
21-22 April 2009

Conmio Ltd. brings media content into mobile browsers and invites you to join our experts at **Workshop Mobile Systems** on **Wednesday, 22 April**. We will have day-long presentations starting from 08:30 onwards.

Our emphasis will be on:

- **Mobilizing content with attractive advertising opportunities** – Role of context awareness, targeted advertising and interactive features. Recent research from Capgemini says that mobile advertising is the fastest growing non-traditional channel for ads, with a CAGR of 66%. Presenting *Classifieds and Listings*, *Campaign Management* and *Minisites*
- **Webby Award winning mobile services** provided to The New York Times – *Real Estate* (Listings & Updates **winner** 2008), *Mobile Recipes* (Listings & Updates nominee 2009) and *News In Pictures* (News nominee 2009).
- **Invisible integration** of the mobile channel to publishing systems – How to improve customer services and loyalty. Example cases include **The New York Times** and *Maaseudun Tulevaisuus* (Finland's second largest newspaper)

Conmio is also a sponsor of the **Coffee breaks** for entire **Mobile Media Day** event held on **Tuesday, 21 April**. Welcome!

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

We hope to see you in Amsterdam!

Best Regards,

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