Welcome to the “Oscars” of Mobile

www.mobilexawards.com
MEA
INTRODUCTION

The Mobile Excellence Awards is one of the most coveted and prestigious events in the mobile industry. Coined as the “Oscars” of Mobile, the MEA organization recognizes and honors leaders in mobile entertainment and technology across the globe.

The MEAs produce various high level and high profile events for visionaries and leaders by offering knowledge exchange, peer networking, market intelligence and recognition through various programs throughout the year. In addition, the MEAs hold the most prestigious annual awards event in the industry, honoring excellence in all segments of the mobile ecosystem, including: start-ups, studios, content providers, entertainment, entities, technology sports, apps and handsets, brands and more.
LETTER FROM FOUNDER AND CHAIR

It is a pleasure to bring everyone to the 6th Annual Mobile Excellence Awards. As we close in on another great year of innovation, ideation, creation and change in mobile, we also bring about more challenges, growth, disruption and new ground-breaking technologies that will make a difference and impact how the world engages with mobile.

From entertaining others and ourselves by downloading music, games, movies, and television, to sharing videos, information and social media to shopping, we all share the same reasons why we are in an industry of such grand certainty and sometimes uncertainty – because we all believe in the power mobile has on our daily lives.

Moving into our 7th year in 2014, the Mobile Excellence Awards has continued to grow and evolve with the industry. From what once started as a small mobile affinity group, to what will quickly become one of the largest technology awards program to be streamed on broadcast globally next year, we are very proud to of met the companies, partners and supporters along the way who make up the global mobile ecosystem and supported us through the years.

The MEAs doesn’t just honor those who create and use ground-breaking technology to better our lives, it also celebrates the hard work, determination, perseverance, creativity, impact and brilliance in technology within the companies an leadership that helped create a new world in which we live in today. From studios, brands, content providers, start-ups, products and more, it’s an honor every year to watch rising stars launch and establish success and gain market share as they rise to the top of their game.

As with all our finalists and winners over the past six years, the Mobile Excellence Awards also prides itself as it has become one of the most prestigious and only awards organization of its kind. We understand the hard work, the sweat, the tears, the determination and perseverance to be the best of the best in our respective category as we take a stand and proudly announce our pride and joy, which is the opportunity to honor and celebrate the best in mobile entertainment and technology once a year with the industry.

I want to personally congratulate all the 2013 Mobile Excellence Award finalists and thank those personally as well as publically who have helped support the growth of the MEAs and achieve what once started itself as a small idea and dream six years ago. I look forward to another year of celebrating you!

Respectfully Yours,
Sarah Miller
CEO, Axis PR & Entertainment
CEO & Founder, Mobile Excellence Awards
2013 MOBILE EXCELLENCE AWARD TALENT

AWARDS INTRODUCTION:

SARAH MILLER,
CEO, Axis PR & Entertainment, Founder, Mobile Excellence Awards,
CEO, Wrath Entertainment

OPENING REMARKS:

SEAMUS BLACKLEY,
President, Innovative Leisure Inc., “Father of Xbox”

CELEBRITY HOST:

ALONZO BODDEN,
Comedian, Actor, Winner of Last Comic Standing, Bringing Down the
House, Scary Movie 4, Comedian on Tonight Show, Conan O’Brien Show,
The Late Show with Craig Kilbourne, Comedy Central

PRESENTERS:

SARAH MILLER
CEO, Axis PR & Entertainment, Founder, Mobile Excellence Awards,
CEO, Wrath Entertainment

JEFFREY PAPEN
Founder, Peak Hosting

JOHN RUBEY
President, AEG Network LIVE

BRAD SPAHR,
VP/Product Development, Global Digital Business, Sony
Music Entertainment

SEAMUS BLACKLEY
President, Innovative Leisure Inc., “Father of Xbox”

DAVID GIANOPOLOUS
Actor, The Last Request, Air
Force One, Under Siege,
American Horror Story, CSI
Miami, Castle, 24, Without a
Trace, nominated as La
Drama Critic Awards for Best
Actor

NED SHERMAN
CEO/Publisher, Digital Media
Wire

ERIC STEIN
Director, Programming & Acquisitions, Warner Brothers Entertainment

QUINTON AARON
Actor, The Blind Side, Paranormal Movie, Mercy, Law & Order, Special Victims Unit, One Tree Hill, Drop Dead Diva, Be Kind Rewind

JAY SAMIT
President, ooVoo
2013
MOBILE EXCELLENCE AWARD
TALENT

PRESENTERS:

RENZO LEWIS
Actor, All My Children, The
Closer, CSI: NY, Walk a Mile
in My Pradas, Speed Dragon

TYLER SLOCUM
Director, Mobile Product
Management, NFL

JIM CANNELLA
Director, Marketing &
Strategic Alliances, THE
GRAMMYS

JONATHAN LOWE
Vice President Marketing,
AEG Sports Worldwide

MICHAEL SPELLMAN
Actor, Seven Pounds, Charlie
Wilson’s War, How I Met
Your Mother, Margarine
Wars, Lie to Me, ER

PATRICK KILPATRICK
Actor, Parasomnia, Minority
Report, Never Surrender,
Replacement Killers, Eraser,
Last Man Standing, Under
Siege 2, 24, Nip Tuck, Burn
Notice, Terminator: Sarah
Connor Chronicles

JOHN P ROBERTS
SVP, Digital Media and
Commercial Ventures,
Endemol USA

RON G
Comedian, Actor, Finalist
Last Comic Standing,
Margarine Wars

SCOTT HOLMES
President, United Future

SANDER SCHWARTZ
President, Fremantle Media
Kids and Family
Entertainment

JILLIENE HELMAN
CEO, Realty Mogul, Co.

CHRISTOPHER BRUNNER
CEO, Pay2Day Solutions, Inc.

CHRISTOPHER ALLEN
GM Digital Entertainment,
Best Buy

MICHAEL KALISKI
Founder, CEO, Good Planet
Media
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ooVoo VIDEO CHAT
Words of Wisdom from the Current Mobile Excellence Awards ‘Mobile Ambassador’

Dear Mobile Community,

As Mobile Ambassador for the past two years, I’ve had the opportunity to preside over what has truly been the tipping point in the explosive growth of mobile use and the rush of marketers to take advantage of a profound, historical shift in consumer behavior.

My time spent as Mobile Ambassador has led me to greater opportunities and valuable relationships. For that I would like to express my gratitude. It has been an honor to support the MEAs and take part in its continued growth and expansion into its 6th year. I will continue to support the next Mobile Ambassador and am very appreciative of the time I have spent with the talented and knowledgeable individuals who support the MEAs.

I’ve had the pleasure to moderate and speak at some amazing trade events, provide thought leadership, guest editorials in the trade and business media, and win some nice awards. What’s been the biggest challenge? Keeping current as things continue to move faster and faster. It’s virtually impossible for one person to remain knowledgeable and an expert regarding the mobile market, the new players, rapidly emerging new technologies, and the overwhelming challenges of interpreting the data.

The clear implication is that there is an unprecedented need for cooperation and collaboration among talented individuals and innovative companies. The potential for mobile to change the world has already become evident, and you should ask yourself: what’s my role going to be?

Please support me in welcoming the new incoming Mobile Ambassador and the great companies that support the Mobile Excellence Awards.

Thank you for the opportunity to be of service.

Scott Holmes
President, United Future
A Stoddard + Partners Company
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We identify platforms, channels and vehicles to communicate dynamic advocacy agendas.

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EXECUTIVE COUNCIL

SARAH MILLER
CEO, Axis PR & Entertainment, Founder, Mobile Excellence Awards, CEO, Wrath Entertainment

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Co-Founder & Producer/Director, Wrath Entertainment, Co-Producer, Mobile Excellence Awards

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JOHN P. ROBERTS
SVP, Digital Media and Commercial Ventures, Endemol USA

DANIEL TIBBETS
VP, Digital Media, Bunim/Murray Productions
2013 MOBILE EXCELLENCE AWARD CATEGORIES

PREMIER AWARDS

HUMANITARIAN AWARD is a special honor presented to the company that gave back to the industry or community through a charitable, or selfless act, hard work and effort to better a cause, company, charity or country on a global basis.

- TURKCELL North Cyprus, Life Without Barriers
- TURKCELL, Communication for Syrian Refugees

MOBILE SOCIAL AWARENESS AWARD is bestowed as a special honor to a company that uses mobile technology in a selfless manner to drive social awareness to a situation or cause to those who are in need.

- TURKCELL for Women Empowerment In Economy Project
- Deloitte Digital o.b.o. Kaiser Permanente
- Hipcricket for Text to donate

INDUSTRY STAR is a legacy award created at the inception of the MEAs and one of its highest honors. It is given to a company that has defined groundbreaking and innovative technologies which have changed the future of mobile, or has broken industry records (i.e. highest number of views, downloads, etc.)

- DudaMobile
- AT&T Inc. for AT&T Small Cells
- Samsung Telecommunications America
- Qualcomm Incorporated
- Fiksu, Inc. Mobile App Marketing Platform

MOBILE AMBASSADOR Recognizes the individual who has most effectively supported the goals of the mobile industry, its programs, and the mobile community at large.

To Be Announced the evening of MEA Awards Program
The Next Big Thing Is Here

GALAXY S4
MOBILE BUSINESS

BEST MOBILE PAYMENT Honors the company that has developed a mobile payment solution to include, billing, gateway, or electronic wallet that allows consumers or retailers to make transactions and pay for purchases by activating a mobile payment application from their smartphone.

- Fiserv, Inc. for Popmoney®
- Vodafone Turkey’s ‘Mobile Wallet’
- Syniverse formerly MACH for Direct Operator Billing Solution
- CLOUT
- DenizBank for fastPay m-wallet

BEST MOBILE INNOVATOR Honors a company which has proved to be the most progressive or launched the most groundbreaking product/service/model.

- GQ Live! for print-to-mobile app
- DudaMobile
- Samsung Telecommunications America
- Vibes
- Kinvey

BEST INTERNATIONAL Honors foreign-based and/or global mobile companies whose products or services have proved to be the most progressive and has launched the most groundbreaking product or service outside of the United States.

- PostFinance for Top up iTunes credit in the PostFinance app
- Qualcomm Life for 2net™ Platform & Hub
- July Systems for July MX ESPN Goals
- Melon Mobile for GPS Voice Navigation for Windows Phone

BEST RETAIL/COMMERCE SOLUTION FOR MOBILE Honors the company that has developed a mobile retail solution allowing consumers to make transactions and/or pay for purchases by activating a mobile application from their smartphone or tablet.

- FIS Mobile Wallet
- PostFinance for Top up iTunes credit in the PostFinance app
- Catalog Spree
- Tmob Mobile Technology for GittiGidiyor Mobile Apps
- STYLBAR App
Congratulations
to the MEA’s and all our fellow nominees.

HODGES DIGITAL STRATEGIES

NOMINEE
Best Mobile Utility Application on a Smartphone or Tablet for Hilldrup MovePro.
2013 MOBILE EXCELLENCE AWARD CATEGORIES

BEST MOBILE PRODUCT Honors the best consumer mobile product or accessory that enhances or eases the ability to entertain, communicate or interact with any mobile devices or tablets. This category is specifically intended for those continuing or launching an innovative product or products that deliver(s) or use(s) technology as its core purpose.

- OtterBox Armor Series
- Samsung Telecommunications America for Galaxy S 4
- Kidz Gear KidzControl Volume Limit Headphones
- Samsung Telecommunications America for Galaxy Note 8.0
- Mercedes-Benz Research & Development North America Inc. for smart drive 2.0 app

BEST MOBILE AD NETWORK Honors the company that has developed or contributed a mobile service, application or technology platform which specifically delivers advertising to mobile and enhances the consumer awareness of a brand or increases revenues to advertisers without disrupting the consumer experience.

- Mojiva Inc. for Mojiva Tab
- Mobile Theory
- Appia
- LeadBolt

MOBILE ENTERTAINMENT

BEST ENTERTAINMENT INTEGRATION FOR MOBILE Honors the company that has demonstrated or delivered the best use of multi-screen distribution for a single product on multiple devices. May include social interaction, service, function or environment as part of overall offering, and integrates consumer-friendly features.

- SapientNitro for ESPN X Games
- Showtime Networks
- Vibes for Sauza

BEST MOBILE GAMES Honors the best out of all game content categories combined, including casual, multiplayer or original.

- Doubledown Casino
- EA for All Play for Real Racing 3
- Fox Digital Entertainment for AVP: Evolution
- Audax Health for Realm Blazer

BEST MOBILE MUSIC Honors best out of all music content categories combined, including ringtones, library, radio, or other music experiences.

- GRAMMY Live
- Sony Music Entertainment for Pinball Rocks HD
BEST ENTERTAINMENT RELATED MARKETING CAMPAIGN Honors the mobile marketing campaign that was either created for a brand or on behalf of an entertainment property, which makes the best use of viral marketing to enhance a brand’s consumer awareness through mobile engagement.

- Aperto Group / Aperto Move GmbH for Volkswagen Rally The World. The Game.
- Dreamworks Animation SKG for Turbo Racing League Mobile App
- Chuck E. Cheese’s “Chuck E.’s Say Cheese!” Augmented Reality App

BEST ORIGINAL CONTENT FOR MOBILE Honors the company that has developed the most innovative user-generated or professionally-produced content that engages the mobile user and enhances the mobile content experience.

- HP Autonomy for Aurasma
- Vivino
- AT&T Mobility for @SummerBreak
- NBC News Mobile

BEST CONTENT EXTENSION MADE FOR MOBILE Honors the best content developed for mobile as an extension or companion program/activity to a traditional TV show or series, fiction or non-fiction, or film, fiction or non-fiction.

- Bravo for Bravo’s Play Live Experience
- SapientNitro for ESPN X Games
- E! Live From the Red Carpet
- CBS Interactive

BEST MOBILE APPLICATION FOR ENTERTAINMENT Honors the best mobile application built to deliver entertainment to smartphones and tablets that impacts how consumers interact with their devices and engage with the brand.

- TV Guide Mobile App for iOS
- Aha by HARMAN
- E! Online

BEST MOBILE ENTERTAINMENT FOR A SPORTS CATEGORY Honors the best sports content or sports oriented engagement developed for mobile. May include fan interaction, live sporting events, extension or companion program, creation of new or unique content or application.

- Sporting Innovations for Sporting Club Uphoria ‘Playback’ feature powered by EVS C-Cast
- TURKCELL for Smart Ticket
- ooVoo
- CBS Interactive
- SapientNitro for ESPN X Games
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MOBILE TECHNOLOGY

BEST USER EXPERIENCE FOR MOBILE Honors the company that developed the best intuitive UI (user interface) for consumer entertainment experience to surf, search, discover and engage with the app.

- Deloitte Digital o.b.o. Kaiser Permanente
- ooVoo
- Kotak Mahindra Bank
- Orbitz for Orbitz Flights, Hotels, Cars app for iPhone
- USA TODAY for USA TODAY Android App

BEST MOBILE UTILITY APPLICATION FOR A SMARTPHONE OR TABLET Honors the best mobile application built to deliver content, news or other medium used as a utility on smartphones and tablets that impact how consumers interact with their devices to drive better efficiencies in technology, marketing or entertainment

- Hodges Digital Strategies for MovePro by Hilldrup Moving & Storage
- Qualcomm Snapdragon BatteryGuru
- BQE Software for BillQuick Mobile
- NQ Mobile for NQ Family Guardian
- NQ Mobile for NQ Mobile Vault

BEST DELIVERY PLATFORM FOR MOBILE Honors companies that have developed or contributed to a mobile service, application or technology platform, which specifically delivers mobile content and services that enhances the consumer experience across multiple screens.

- Vibes
- LocationSmart for Hybrid Location Platform and Geofencing Suite
- Netbiscuits for Netbiscuits Cloud Platform
- Prelude Systems, Inc., AnB for Enterprise Mobility

BEST TECHNOLOGY BREAKTHROUGH Honors the contribution that mobile operators, manufacturers, vendors, and suppliers make to increase mobile usage, ARPU, expand the user experience, and help expand business opportunities in general.

- Celcite for COPS-SON
- DudaMobile
- AT&T Inc. for Tower Outage and Network Analyzer
- LiveU LU for Smart Mobile App
- Broadcom for 4G LTE-Advanced modem – BCM21892
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2013 MOBILE EXCELLENCE AWARD
CATEGORIES

BEST 2ND SCREEN EXPERIENCE FOR TV ON MOBILE OR TABLET
Honors the best second screen entertainment product that enables a tablet or smartphone to work in conjunction with the TV viewing experience to enhance the overall content experience.

- TiVo Mobile App
- GRAMMY Live
- MHL Consortium
- E! Live From the Red Carpet
- MobiTV Converged Media Platform

BEST MOBILE VIDEO Honors the company whose, platform, service, function or content package offers the consumer the best video experience.

- ooVoo for The Next Generation’s Social Video Chat App For Keeping Friends Together
- Magisto Video Editor & Maker
- AdColony for Xbox
- VEVO
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IN RECOGNITION
The Mobile Excellence Awards would like to give special thanks to those who have supported our initiatives and donated their time:

AXIS PR & ENTERTAINMENT
LITTLE MONSTER MEDIA
WRATH ENTERTAINMENT
TONY REPINSKI, CO-PRODUCER, MOBILE EXCELLENCE AWARDS, CO-FOUNDER & PRODUCER/DIRECTOR, WRATH ENTERTAINMENT
RICH WYSOCKEY, PHOTOGRAPHY
NATHAN HAUGAARD, CINEMATOGRAPHY
RYAN CHIN, AEG LIVE
DAN BAGNEILL, AEG LIVE
DIGITAL HOLLYWOOD
MARJORIE DEHEY
MARY MATUSZ, FOUNDER, SMITTENTV
ALLISON DOLLAR, CEO, ITV ALLIANCE
MEA ADVISORY COMMITTEE
JOHN P ROBERTS, SVP, DIGITAL MEDIA AND COMMERCIAL VENTURES, ENDEMOL USA
& DANIEL TIBBITS, SVP, DIGITAL MEDIA, BUNIM/MURRAY PRODUCTIONS

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DEVOTION VODKA
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Congratulations to the winners and finalists of the Mobile Excellence Awards.

Cheers to you!


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We look forward to seeing everyone next December, 2014 for the 7th Annual Mobile Excellence Awards.

Please stay in touch as we broadcast live worldwide in 2014.

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