



Mobyko scoops “Best Consumer Mobile Data Application” at 2008 MDA Awards

London – 01/07/2008: Today Mobyko.com was announced the winner of the best consumer mobile data application at the Mobile Data Association Awards 2008. The MDA judges praised Mobyko.com for its ease of use and focus on customer experience.

According to Steve Reynolds, Vice Chairman, Mobile Data Association: “The industry has faced an uphill struggle to persuade consumers to use their phones for anything other than voice calls and text. There are a number of things that need to be achieved if this is to change – users need data applications that are easy to use and they also need to be made aware of the value of the content that they store on their mobile phones. The judges chose Mobyko as the winner of this section because of its approach to solving both of these issues. Its free contact storage approach is a paragon of how to make data applications easy for the user. Mobyko’s website and business model then extend this usage model to persuade consumers to backup and store more mobile content, reinforcing its value, which in turn makes the user understand the value of their handset as a mobile application platform. It is one of the most accessible and useful data applications that we have seen.”

Julian Saunders, founder and CEO, Mobyko.com said; “This is yet further industry affirmation that the Mobyko business model is a winner and gives mobile users a service that they are crying out for.

Mobyko.com

There's a lot more in the pipeline so we urge the industry to watch this space for future developments aimed at helping users manage their mobile life online."

The win follows hot on the heels of Mobyko.com launching its industry first Mobilator application – created in conjunction with Professor of Applied Mathematics UCL, Frank Smith – this calculates the value of the content stored on a user's mobile phone. Go to www.mobyko.com/mobilator

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For further information please contact Custard PR

Rupert Walker, rupert@custardpr.com - 020 7494 6596

About Mobyko.com

Mobyko is the independent world leader in mobile web innovation. It is a uniquely simple, free, online system that allows people to manage their mobile lives online. A completely independent service giving mobile users freedom and flexibility to backup, manage and secure all the content stored on their mobile phone – accessible anywhere on the globe at anytime via the internet. Mobyko is compatible with most phones and networks. No fuss, no wires, no complicated technology to get your head around. To sign up for free please visit www.mobyko.com.