

Mobile Acuity is Selected as a Finalist for Mobile Premier Awards in Innovation**20 Companies selected from over 250 by Industry Peers**

Barcelona, January 27, 2010: Mobile Acuity, the global leader in mobile visual search technology, announces that the company has been selected as a finalist for the Mobile Premier Awards in Innovation 2010. The finalists were selected by an international jury of the most recognized mobile industry experts. 49 participating MobileMonday chapters from around the world first selected a shortlist from over 250 participating startups through local heats. The jury then selected the 20 finalists from this list of nominees.

The 20 finalists will pitch their idea, application or project at the Mobile Premier Awards event that takes place in Barcelona, at the Petit Palau of Palau de la Musica on February 15, 2010 in front of investors, operators, media companies, peer entrepreneurs, and press and influential bloggers.

About the Mobile Premier Awards in Innovation

The Mobile Premier Awards are the point of reference in startup premiers during the Mobile World Congress on February 15, 2010 in Barcelona and are organized in collaboration with some of the main networks in the industry including MobileMonday, Mobile Marketing Association (MMA), Mobile Entertainment Forum (MEF), MEX, MobileActive.org, Women 2.0 and the Women in Mobile Data Association.

About Mobile Acuity

Mobile Acuity is a technology company enabling Mobile Visual Search applications for retailers and interactive campaigns using Visual Interactivity™ for brands and agencies. The company was incorporated in January 2006 and has received seed funding from investors including Imprimatur Capital and Scottish Enterprise. The company is a spin-out of the University of Edinburgh, the leading UK University in Computer Science and Informatics.

Press Contacts

+44 (0)131 668 6908
press@mobileacuity.com