

PRESS RELEASE

Fuugo TV and Video Application Wins Prestigious TV Innovation Award

Axel Technologies' new software for mobile and portable devices takes first place in the Mobile TV category at TV Innovation Awards held in Los Angeles. Independent panel of judges recognize Fuugo's unique on-device aggregation and content discovery solution.

Los Angeles, Calif., 9 December 2010 – Axel Technologies, a pioneer in mobile television and video technologies, announced today that the Fuugo TV and video application won the Mobile TV category at this year's TV Innovation Awards Ceremony, held in conjunction with the TV 3.0 Conference at the Hyatt Regency Century Plaza Hotel, Los Angeles.

"The goal of the TV Innovation Awards is to recognize the most forward thinking companies who are creating products and services that are driving the new TV paradigm," according to Ian Weightman, President IMS Research. "With more than 140 entries received for this year's awards, competition has been intense. Fuugo stood out in the Mobile TV category because of its commercial potential, level of innovation, and likelihood of consumer adoption as assessed by an independent awards panel"

"Fuugo is changing the face of modern TV and video viewing on tablets, smartphones and other rapidly-evolving portable devices. This is the TV-everywhere experience people have been waiting for, enhanced with compelling personalization and smart content discovery" stated Petri Kalske, CEO of Axel Technologies. "Winning the Mobile TV category at the TV Innovation Awards confirms our strategic decision to focus on usability and end user experience. Social media integration and best-in-class technical features are supporting these main targets. Fuugo already provides a great new way to watch TV and video, but this is just the beginning of our long-term product plans for this space."

Fuugo is the next generation TV and video application for mobile and handheld devices. One easy-to-use application seamlessly integrates all content; streaming video, Internet TV, mobile TV, broadcast TV and locally stored video. The consumer is unaware of the underlying disparate technologies and diverse services required to create their viewing experience. Additionally, Fuugo refers to the user's viewing history to suggest preferred content or programs. The software utilizes social media as a communications and content discovery tool allowing the viewer to simultaneously search, share, recommend and participate with their social network. In short, Fuugo invents a whole new interactive viewing experience, never before seen on mobile devices.

For further information on Fuugo or the TV Innovation Awards, please visit <http://fuugo.tv> and <http://www.tvinnovationawards.com>. Consumer device manufacturers should contact Axel Technologies for Fuugo licensing details. <http://axel.fi>

Note to Editors:

Digital images to support this story, including Fuugo application screenshots and the Fuugo logo, are available online at <http://axel.fi/logos>

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About Axel Technologies

Axel Technologies is a pioneer in mobile television and video technologies and the inventor of Fuugo, the new way to watch TV and video. Axel offers software applications for mobile, handheld and portable devices. The company is headquartered in Finland and has sales support offices in Hong Kong, Taipei, and Saratoga, CA, USA. www.axel.fi, www.fuugo.tv

About Fuugo



Fuugo is a unique TV and video application for mobile, portable and handheld devices. Fuugo supports all major broadcast TV standards, seamlessly integrating Internet TV, video and social media services. Consumers enjoy a consistent user interface for easy, personalized, content discovery, recommendations and sharing. www.fuugo.tv

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HTML Metatags

<meta name="description" content="The Fuugo TV software product for mobile and portable devices wins first place in the Mobile Category at the prestigious 2010 TV Innovations Awards. User-centric design simplifies content discovery and aggregation across Mobile TV, Internet TV and Broadcast TV./>

<meta name="keywords" content="Internet video, mobile TV, portable TV, handheld TV, hybrid TV, interactive TV, internet TV, streaming video, on-device aggregation, video content, innovation awards, award-winning, TV 3.0, social media, content discovery, content aggregation, user-centric design, simple user interface, Fuugo, Axel Technologies" />