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Headline

Zeemote Wins MEFCON's Mobile at the Apollo

Expanded News

At MEFCON's Mobile at the Apollo competition in Los Angeles, audience members awarded the Zeemote JS1 Controller first place in mobile entertainment innovation. This award, which marks the third major win for Zeemote in two months, further solidifies the company as a unique leader in the mobile gaming market. Competing against six pre-selected companies, Zeemote's JS1 Controller represented the most ground-breaking development at the show.

MEFCON, the debut U.S. conference of the Mobile Entertainment Forum, was attended by key influencers and visionaries in the mobile entertainment industry.

Zeemote was awarded this accolade based on the company's impact on mobile gaming. To this point, mobile gaming has been greatly limited, forcing players to "punch" handset keys to navigate games. Now, with the patented Bluetooth and ergonomically designed Zeemote JS1 Controller, the mobile gaming experience is dramatically enhanced. For the first time, players can enjoy the same types of games they currently prefer on their consoles or gaming platforms. Zeemote will deliver a considerable boost to consumer ARPU as well as an increased mobile game audience.

Links

MEFCON Mobile at the Apollo

Zeemote

<http://www.mefcon.net/index.php?pageid=1>

<http://www.zeemote.com>

About Zeemote

Zeemote®, Inc. makes intelligent wireless controllers for mobile devices. Our first product, the patented Zeemote JS1 controller, is the first and only wireless controller for mobile gaming. Small, fast, ergonomic and wireless, the Zeemote controller creates a near console game playing experience with true analogue thumbstick control. Recognizing the large market potential, major game developers and publishers including Eidos, SEGA® of America, Gameloft, Glu Mobile, Digital Chocolate, Finblade, FISHLABS, iPlay, Gamelion Inc., HandyGames™, JUMP Games, Oasys Mobile, Player One, Player X, Reaxion Corp, Super Happy Fun Fun, and Tag Games have already adapted popular games such as Lara Croft: Tomb Raider, Helistrike 3D, and Sonic the Hedgehog to be "Zeemote Ready." Zeemote was founded in 2005 by Beth Marcus, Ph.D. the creator of the first force feedback joystick for PC games, and is based in Bedford, MA.

Lara Croft: Tomb Raider is a Trademark of Eidos Interactive Limited.