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Press Release



Munich, February, 1st, 2010

wins Audience Award at MobileMonday Demo Night 2010

(Munich, Feb. 1st, 2010) – MobileMonday started with its 2010 events in Germany at an unusual day: On last Thursday, January 28th, 2010. The date was new but this format well known in the mobile community. The 4th edition of the MobileMonday Demo Night. This year during the mobile industry fair & congress 'M-Days' in the BMW world.

23 startups applied to present from which the MobileMonday Munich team had to choose 7 to run the show. The presenting startups in order of their presentation have been Smartrunner (<http://www.smartrunner.de>), UnitedMaps (<http://www.unitedmaps.net>), Trottr (<http://www.trottr.com>), Coupies (<http://www.coupies.de>), Caribo (<http://www.caribo.mobi>), Aloqa (<http://www.aloqa.com>) and Appstory (<http://www.appstory.tv>). The challenge No. 1 during a MobileMonday Demo Night is to get all your company, product, services and other messages as well as your USP, business model and more across into an audience of approx. 250 people in definitely under 5 minutes! But not enough with this. Afterwards the presenters get tough questions from a jury of experts. This year the experts have been Bernhard von Canstein (Qualcomm), Fee Beyer (Deutsche Telekom), Klaus Jansen-Knor (Sybase), Robert Fahle (RTL Interactive) and Carsten Szameitat (11Prozent Communication & host of M-DAYS 2010).

At the end the audience has the choice and can vote for the best solution by loud clapping. For the first time the event hosts Christian Ehl and Harald Mueller need 3 rounds to find out who really got the loudest voting and was therefore the 2010 winner.

And the winner is: **TROTTR** (<http://www.trottr.com>). Trottr' co-founder Marcel Dittrich said after the event. „The idea was born in summer of 2009 – there is Youtube for videos, Flickr for photos, but one was missing: A possibility to record audio messages and to distribute them easily. Trottr.com is a project by Moritz Haller, Korbinian Hackl and Marcel Dittrich, 3 students, who are working also at the tomis GmbH & Co. KG (the market leader of mobile travel guides in Germany). The 22 and 23 year old students were able to use an existing technology to develop and build a new concept how to distribute audio messages worldwide. It doesn't matter if it is a call from a landline or mobile, a direct upload or a sent audio message by e-mail – the distribution of the personal audio message is as easy as possible. An app for the iPhone, the Android-OS and Symbian-OS are already in the making.

Trottr doesn't consider itself as an own, closed community but rather a distribution platform of audio messages into existing Social Networks such as Facebook, Twitter and Myspace. Already today, 10 different dial-in numbers, e.g. from the USA and Denmark can be chosen to use trottr. So there is no surprise, that the amount of international users dramatically exceed such of the German users. There is quite a lot of future visions: be it the part-time journalist in a crisis area like Afghanistan or Haiti, the song

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contest of a radio station or the professional voice messaging system in a corporatoin. Almost everything can be possible!"

The MobileMonday organizers and the MobileMonday community wish the team of Trottr the very Best for their venture in the near future.

About MobileMonday:

Mission

MobileMonday is a global community of mobile industry visionaries, developers and influentials fostering cooperation and cross-border business development through virtual and live networking events to share ideas, best practices and trends from global markets. MobileMonday has the following objectives:

- To encourage innovation within the mobile sector.
- To facilitate networking between small and large companies, and between local and foreign.
- To help local companies effectively participate in international initiatives through the import and export of visions, concepts, technologies, know-how and best practices.
- To present innovative visions, trends, studies and forecasts from the mobile marketplace.
- To facilitate and create partnerships.
- To contribute to the education of the broader public through its publications, online presence and media partnerships.

Mobile Monday is organized by a group of dedicated volunteers from around the world. Originating in Helsinki, Finland, in the year 2000, MobileMonday has grown into the world's leading mobile community.

History

The remarkable MobileMonday phenomenon began almost by accident in Helsinki, Finland during the autumn of 2000. A couple of well-known Finnish visionaries, invited the who's who of the Finnish mobile industry to a pub for an informal get-together and perhaps a warming drink. The only suitable time? Monday evening. After meeting many new faces and discussing the latest in mobility, the group decided to continue meeting on the first Monday of each month — and thus, MobileMonday was born. Towards the end of 2004, the movement started to spread to other areas of the world and new MoMo chapters were started in Tokyo, Japan, Silicon Valley, USA as well as Rome and Milan, Italy. Since then, the number of MobileMonday chapters and members has dramatically increased making MobileMonday the world's leading mobile community. MobileMonday in Germany had a legal soft launch late in 2004, where the domain www.mobile-monday.de and www.mobilemonday.de were registered and was formally founded as a registered association on September 1st, 2006 in Munich.

Further Infos

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