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Israel Export Institute



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ISRAEL *innovation* Apps at MWC 2012



Barcelona, February 27- March 1, 2012

HUGE Interactive Presentation! Hall2 | 2C75 - 32





Israel Export Institute

Scale App Your Apps

The Israel Export & International Cooperation Institute and ApplicationBuzz are proud to present at MWC 2012 the Mobile Applications Portfolio, a selection of innovative applications created by Israeli developers. Our Mobile Applications Portfolio takes apps to new levels, and satisfies the demands of today's mobile market – cloud-based, mobile finance, mobile advertising, personal communication and social networking, mobile workforce and organizational processes management, safety and security, gaming, and more.

In collaboration with The Israel Export & International Cooperation Institute, ApplicationBuzz brings best-in-class mobile applications, services and platforms to leading business organizations and enterprises worldwide.

We are pleased to share with our partners the information in this catalogue about innovative app solutions, and with your consent would like to send you periodic updates in the future.

Supported by member firms, private sector bodies, and the Israeli government, The Israel Export & International Cooperation Institute promotes business relationships between Israeli exporters and overseas businesses and organizations. By providing a wide range of export-oriented services to Israeli companies and complementary services to the international business community, IEICI helps build successful joint ventures, strategic alliances and trade partnerships.

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4Singles by APPLIZ Ltd

- Social Networking & Lifestyle & Education
- Location Based Services
- Cloud Services



4Singles is a location-based dating platform

- Using 4Singles, the user can find, chat, rate and connect with other 4Singles members around the world.
- Our mission is to bring the dating world to a whole new level, integrating love with the world of smartphones.
- Our exclusive new filtering system allows users to find what they are looking for easily and with maximum efficiency.



4Singles is available in eight languages for iPhone users (Android and Facebook versions will be available soon).

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www.applicationbuzz.com/catalog/4Singles



A.I.type Keyboard Free

By A.I.type Ltd.

- Utilities & Productivity
- Cloud Services

A.I.type provides an intelligent, cloud based, multi-platform keyboard that helps mobile, tablet and PC users type text. A.I.type's auto-complete mechanism, utilizing advanced text prediction algorithms, improves writing by suggesting words according to context, thus making typing easier, faster and better, with correct grammar and syntax.

A.I.type uses synergy between mobile platforms and the PC to offer the user cross-platform features with a single license. A.I.type enjoys a competitive advantage due to its patented context-driven word prediction engine.



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www.applicationbuzz.com/catalog/A.I.type-Keyboard-Free



ATK

By MetalCompass

- Gaming & Entertainment
- Social Networking & Lifestyle & Education
- Location Based Services



MetalCompass delivers a next generation mobile gaming experience by combining unique real-world games with innovative gaming accessories for smartphones.

ATK is the first real-world, real-time, multiplayer first person shooter for smartphones allowing players to simulate futuristic shootout scenarios anywhere and anytime. You can play ATK by just holding your smartphone, or connect your smartphone to the ultimate gaming accessory – the Xappr smartphone gun.



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Basic4android

By Anywhere Software

- Utilities & Productivity
- Business & Enterprise
- Application Development & Monetization



Basic4android is a rapid application development tool for Android phones and tablets that allows non-experts and programmers with less experience with Android to develop powerful, real-world applications.



The Basic4android environment and programming language are similar to Visual Basic and include all the features required for development of powerful Android applications.

Basic4android creates regular native applications with performance similar to Java written applications.

There are many applications created with Basic4android on the market. Developers can debug on the emulator or real devices connected by USB cable or over local wireless network.

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www.applicationbuzz.com/catalog/Application-Buzz-Basic4android



BatteryLifeGuard

By Arcusin

- Utilities & Productivity



BatteryLifeGuard is the only app that really alerts you before your battery runs out. BatteryLifeGuard send you a notification whenever your iPhone battery is about to run out, along with the device's GPS coordinates and accurate still-operational-battery location. Better yet, because children often forget to charge their devices and cause parents' hearts to skip a beat whenever they cannot be found, with Battery Lifeguard you will always be able to reach your children and remind them to charge their batteries.



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buzzdoes

- Application Development & Monetization

buzzdoes

SPREAD THE WORD - GET REWARD



buzzdoes is a powerful marketing tool that helps app developers penetrate the crowded app market and increase exposure. Based on the reliable word-of-mouth marketing model, buzzdoes encourages users to recommend apps using rewards, essentially creating viral distribution. A simple drag & drop assimilation and the developers can launch their own risk-free, pay per-success marketing channel.

App developers can benefit from:

- Market penetration and exposure
- Continuous download rate increase
- Reward-based user engagement
- New revenue stream through advertising area

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Call Control

By Kim Winther

- Voice & Messaging
- Utilities & Productivity
- Business & Enterprise



Call Control for BroadSoft BroadWorks is a native application for BlackBerry, Android and iPhone, allowing users to originate calls from their mobile devices through their BroadWorks® powered desk phone. The app also enables easy control of BroadWorks Anywhere, Remote Office, DND and call forwarding settings while on the move.

User benefits include:

- Easy control of the most frequently used BroadWorks settings
- Maintains one number identity using call back / click to dial
- Significantly lowers roaming charges by using call back



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www.applicationbuzz.com/catalog/Call-Control-for-BroadSoft-BroadWorks-



CallmyName

- Social Networking & Lifestyle & Education
- Business & Enterprise
- Online Information
- Utilities & Productivity



Imagine a world without phone numbers. CallmyName has developed a revolutionary technology for name-dialing: an end-to-end social service where individuals and businesses around the world can register a call-name and let their colleagues and clients dial, reach and socially engage with them via a meaningful, catchy or branded call-name.

CallmyName's technology provides a universal smartphone and SIM dialer-based solution for dialing names, making handsets that use it "call-name" enabled. Individuals and businesses can register call names consisting of letters, digits and symbols in any sequence, combination, language or length. The CallName service is already available in many countries around the world.



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Cleanski

By Novologia

- Application Development & Monetization



Cleanski is a highly addictive arcade game for children aged 6 to 60. Cleanski improves hand-eye contact ability. Cleanski is easy to learn yet hard to win.

Cleanski includes two game modes:

- Longi - you have to beat the clock to reach the next level.
- Shorti - get your best score in 60 seconds.



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ContentBar By My6sense

- Social Networking & Lifestyle & Entertainment
- Business & Enterprise



My6sense's cloud service delivers the most relevant content to the user through simple-to-use applications and development tools that are easily integrated into most platforms. Our plug & play content bar allows mobile developers and content publishers to enhance user engagement, usability and monetization.

My6sense's 'digital intuition' relies solely on users' natural consumption habits, closely mimicking the human ranking function. Without requiring users to set artificial preferences, My6sense's digital intuition technology captures users' interests in specific content, and highlights the most targeted content to the individual.



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FINGERPRINT

FingerPrint

By Mobillify

- Cloud Services
- Application Development & Monetization



FingerPrint is a mobile analytics tool. Based on thousands of different end-user sessions we provide accurate and visualized reports of end-user attention dragged by each area or page of a given application. FingerPrint will allow advertiser, developer, designer or publisher to receive regular reports and make necessary adjustments to the layout of an application. Finger Print can be easily embedded in any application code as SDK.



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www.applicationbuzz.com/catalog/Finger-Print-service



Gazpacho Mobile Platform By Netalizer

- Business & Enterprise
- Cloud Services
- Utilities & Productivity



Gazpacho is a groundbreaking solution providing real-time task management and reporting for mobile employees via cellphones. Gazpacho is highly flexible, allowing simple customization of tasks and reports, as well as comprehensive data collection and compilation. Task and report parameters are easily created and assigned to workers, with data appearing in a centralized back-office web application, sorted, compiled and aggregated via click. Offered as a cloud service, Gazpacho suits any size enterprise and allows creation of robust mobile solutions and their deployment to the field in minutes.



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- Social Networking & Lifestyle & Education
- Voice & Messaging
- Gaming & Entertainment
- Location Based Services



ICQ, the instant messaging pioneer, now offers optimal integration between IM and social networks.

First available in 1996, ICQ applications are now an inseparable part of the lives of millions of users worldwide, who use them daily from desktops and mobile devices.

ICQ offers partners branded solutions for free communication, with quick phone number login, address book contact synchronization, the ability to chat with Facebook and Google Talk friends and the option to stay online on your mobile, tablet, PC or Mac.



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www.applicationbuzz.com/catalog/ICQ-Messenger



KLIK

By Face.com

- Social Networking & Lifestyle & Education



KLIK is a camera app that uses face recognition to let you quickly tag your friends in real-time.

Fire up KLIK and watch as your friends' names instantly appear next to their faces before or after you snap a photo.

When you're not taking photos, check out the feeds for nearby friends and your photos.



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MayDay Pro

By Umbrella Business Development Ltd.

- Utilities & Productivity
- Location Based Services



MayDay Pro helps a designated list of people locate you during an emergency. Using the iPhone's sensors, this app can detect road accidents, falling accidents, and other health emergencies during activities. MayDay will automatically share your last known location via email and text messages to a predefined list of people. With its simple yet effective interrupt interface, MayDay knows how to avoid false alarms.

If you're on the road a lot, spend time in the bush, or are even an outdoors exerciser with a medical condition, this is the application for you. In time of emergency, MayDay's got you covered.



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www.applicationbuzz.com/catalog/MayDay-Pro



MCP Parking

By Pango Israel

- Utilities & Productivity
- Location Based Services



The MCP cashless parking system enables users to pay for on-street parking with their mobile device using a smartphone app, IVR or text message. It provides parking operators full flexibility and on-line control, easily integrating to local parking



systems without infrastructure costs. Enforcement is integrated into MCP's system, checking the online parking status of each vehicle through its license plate number. Registration within the app records mobile number, payment method, and license plate number.

MCP facilitates paid-by-mobile parking for hundreds of thousands of users in more than 40 municipalities, each of which benefits from increased revenues and lower operating costs.

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www.applicationbuzz.com/catalog/MCP---Mobile-Parking



MedCare

By iRusim

- Social Networking & Lifestyle & Education
- Healthcare & Medical



MedCare is a graphical mobile application for patients to assist them and their families in taking the correct medications on time and renewing home inventories, as well as holding their emergency information. MedCare is also a direct bi-directional service platform for medical care organizations (MCOs) to their patients. Whenever networks are available, MedCare synchronizes data between its local database and MCOs datacenters: download prescriptions, recommended consumptions, schedule substitutes, generate notifications for lab/physician visits, upload patient consumption information and more. MedCare is an application for patient and/or turnkey solution for organizations.



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www.applicationbuzz.com/catalog/MedCare



m-money services By Mer Telecom

- Mobile Finance & Payments
- Business & Enterprise
- Utilities & Productivity



Mer Telecom's m-money platform for mobile financial services serves users with or without a bank account or credit card, from any type or model of cellular phone. The platform manages m-accounts, while the accumulated money is saved and transactions are supervised by the bank. Mer Telecom's-MFS includes a variety of access methods, including: SIM Tool Kit (STK), USSD messages and a web application.



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Mobile Time Attendance By Malam Payroll

- Utilities & Productivity
- Cloud Services
- Location Based Services
- Business & Enterprise



Malam PayRoll's MTA (mobile time attendance) is a cloud-based attendance system. The MTA enables employees, even when out of the office, to submit attendance records using this geo-location multi-platform smartphone application. The MTA also lets employers monitor real-time submitted attendance records at authorized locations using a web-based management system. The MTA is easy to use, customizable for company needs within minutes, and improves workforce management while reducing labor costs within no time. Try it now!



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<http://www.applicationbuzz.com/catalog/MTA---Mobile-Time-Attendance>



skiller
The World's Playground

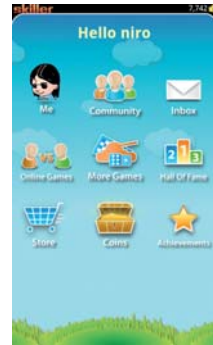
Multiplayer & Social Gaming Platform

By Skiller Games

- Gaming & Entertainment
- Social Networking & Lifestyle & Education



With over three million registered users, Skiller provides an innovative platform for mobile social and multiplayer games. It enables users to play real online multiplayer games and fully interact with each other using a large variety of social features such as: messaging, buddy lists, personal profiles, avatars and a virtual currency.



Skiller provides developer tools (SDK) for Android, J2ME, Windows Phone 7 and other platforms, allowing third party developers to include all social and multiplayer features in their games, including billing, virtual currency and virtual goods.

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www.applicationbuzz.com/catalog/Fur-in-a-row



mybin™ MyBin

By Netroll Mobile

- Utilities & Productivity
- Cloud Services



MyBin™ allows users to restore data deleted from their applications.

- MyBin: Allow users to cache deleted data from "native" applications such as contacts, call log, messages, events and photos.
- FunBin: After each deletion, a short animation can immediately appear on the screen through this innovative entertainment platform.
- CloudBin: Enables users to backup data to the cloud, allow customers to access information through the user interface on the MyBin™ web site and back up or save additional files from their home computer.



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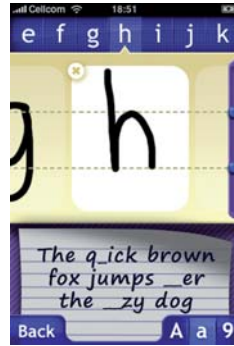
MyRealFont

By applitime / Amit Harel

■ Social Networking



Forget about those standard fonts that all look the same and bring the personal touch back to your iPhone and emails. MyRealFont allows the user to create his real hand writing, save it as a font and send messages by using email, MMS and Facebook. This unique application also allows export of the personal font as a TTF file into Office/Word documents. MyRealFont enables the addition of backgrounds to create personal birthday cards, Valentine cards, smilies and more.



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www.applicationbuzz.com/catalog/My-Real-Font



Real Table Texas Hold'em

By poccaDot

■ Gaming & Entertainment



Real Table Texas Hold'em is an innovative app that allows you to play Texas Hold'em Poker with your friends from the comfort of your own iPhone or iPod Touch, without the hassle of real cards, chips or an internet connection. The iPad app will act as the game table, while your friends download the iPhone companion app to their devices. Each player has his or her cards on their personal device while the community cards and all of the chips are displayed on the game board on the iPad for all to see.



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QR Scanner – 3D Models

By Umbrella Business Development Ltd.

- Advertising & Media
- Business & Enterprise



QR Scanner - 3D Models is a true augmented reality app that presents products in high-detail 3D from all angles on mobile devices. It brings whole new possibilities for advertising, promoting and



demonstrating products in a hands-on 3D user experience. This breakthrough solution is ideal for advertising agencies, retail stores, real-estate companies and any organization seeking to break the barrier between the ad and the potential customer.

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www.applicationbuzz.com/catalog/QR-Scanner---3D-Models



Riversip

By Briox

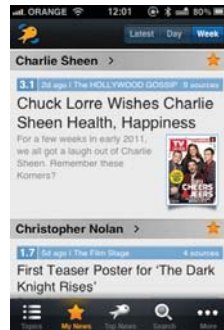
- Utilities & Productivity
- Cloud Services
- Advertising & Media
- Online Information
- Business & Enterprise



Riversip's unique algo-social data fusion technology enables operators and media companies to create their own branded news application, bringing users the best personalized news experience from leading news channels and blogs.

A Riversip-powered app is a quick and effective way to monetize your mobile presence:

- Any vertical is possible, including general news, sports, finance, etc.
- Provides a high-quality, social user experience
- Can generate revenues from vertically-targeted advertising and promotions
- Minimal content editing costs (runs automatically after initial setup)
- Quick creation of branded applications



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ScanBizCards

- Utilities & Productivity
- Cloud Services
- Business & Enterprise



ScanBizCards is an essential tool for business professionals. The first benefit is saving time by quickly scanning card images for text to save into the address book within seconds. It then offers a long list of extended features to connect with new contacts, export to CRM applications and organize cards in a digital rolodex. Cards may be backed up to the cloud, managed from any browser and synchronized between multiple devices. ScanBizCards recognizes cards in 21 languages.



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www.applicationbuzz.com/catalog/ScanBizCards-Business-Card-Reader



- Advertising & Media
- Voice & Messaging
- Application Development & Monetization



SellAring is the first audio-based mobile ad network for smartphones. It plays 10-second audio ads during the ring-back tone – the dead time during which the mobile provider connects the call.

For app developers relying on ad revenues, the sellAring SDK provides a powerful monetization vehicle. And merely for hearing an occasional sellAring audio ad before a call, the user enjoys the app for free. For advertisers, it's untapped real estate – the new media! The improved user engagement, together with the post-call CPC menu, results in better ROI and CTR for advertisers.

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Smart Reports

- Business & Enterprise



Smart Reports for iPhone and iPod Touch provides an easy way to document and report environmental and business issues such as hazards and malfunctions. Smart Reports allow the user to define, report, audit and maintain environmental and business locations and technical objects such as buildings, shops, vehicles, machines, streets, gardens etc. There is no need for registration or establishing a connection to a remote site. With Smart Reports you can report immediately: just tap the icon and start reporting.

Cancel Malfunction Done

Send

Head Line: Generator down

Reporter: Henry

Object: Panorama Building

Object Part: Basement

Date: 01-29-2012 08:56 Change

take picture

take location

Note: To see Malfunctions tap Problems

BreakDown:

Activities Problems Delete

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www.applicationbuzz.com/catalog/Smart-Reports



SmartSync

By SmartSync Ltd.

- Social Networking & Lifestyle & Education
- Cloud Services



SmartSync enriches your phone contact list with pictures, birthdays, status messages and other data from top social networks.

- With a single touch, you can sync your contacts with your Facebook friends!
- View your contact's profile picture and Facebook status when they call you and when you call them.
- Keep your contacts always up-to-date with the latest Facebook data (photos, birthday, status, address, website, company and job title).



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Snapily 3D

By HumanEyes

- Social Networking & Lifestyle & Education
- Gaming & Entertainment



Snapily3D is an innovative app for shooting true 3D photos using a smartphone's regular camera and for ordering cool 3D prints directly from the app! Photos can be viewed in 2D gyroscope mode or 3D anaglyph glasses mode and shared on social networks.



Shooting, sharing and printing 3D pictures has never been easier or more affordable! Snapily 3D capitalizes on the high interest in 3D and offers an attractive business model for operators and manufacturers.

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SpeakApp

- Social Networking & Lifestyle & Education
- Gaming & Entertainment



SpeakApp is a series of unique language games developed by a speech therapist specializing in children's language development. The games are based on a wealth of experience in developing language-enrichment games for children. What makes these games unique is the

combination of an integrative and enjoyable playing experience with tools for acquiring diverse language skills, while placing an emphasis on the connection between language and cognition. SpeakApp games include narration and subtitles in six languages: English, French, Spanish, Chinese, Russian and Hebrew.



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Targetize Targetize

Search made simple

- Utilities & Productivity
- Online Information
- Advertising & Media
- Application Development & Monetization



Targetize builds search engines and search-based interfaces for limited-interface devices such as cellular phones. Our patented set of technologies optimizes mobile content consumption using search, including phonetic search, capability matching and recommendation engines.

Targetize Mobile Web provides a white-label federated search and discovery cloud-based platform for mobile operators, combining content from the operator, third party, branded search, and the open web, on one clear and coherent search results screen.



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www.applicationbuzz.com/catalog/Targetize-Mobile-Web-



TeeMeW

- Social Networking & Lifestyle & Education
- Location Based Services
- Business & Enterprise
- Utilities & Productivity



TeeMeW is a young and exciting startup that has developed a mobile application to help professionals around the world find and interact with each other based on their shared information, needs and proximity. TeeMeW helps professionals generate new leads and build meaningful business relationships they cannot afford to miss. That makes TeeMeW a fantastic networking tool to use at events, restaurants, conferences, airports, bars or anywhere else. TeeMeW's real-time, location based mobile app is turning every place you go into a "business playground" where everyone can at last seize an arising opportunity.



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TeleMessage

- Utilities & Productivity
- Voice & Messaging
- Business & Enterprise

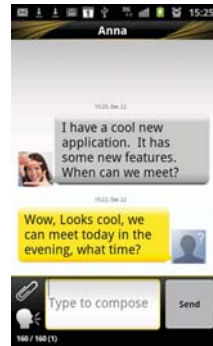


TeleMessage offers converged messaging products for carriers that deliver text, voice, video and multimedia messages to and from any communication device.

TeleMessage's mobile and tablet applications enable sending special messages to handsets: group messages and replies, message alert tone, vibration, pop-up notifications, enterprise threads, iPad SMS/MMS. Track delivery status, read receipt, 2-way messaging, billing and more. Delivery can be done over IP, SMS and MMS bearers.

These apps integrate with our PC to mobile and messaging gateway APIs.

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www.applicationbuzz.com/catalog/TeleMessage



Tonify

By Play My Tone

- Social Networking & Lifestyle & Education
- Cloud Services
- Gaming & Entertainment



Play My Tone features an innovative platform that helps digital music publishers and distributors to generate more income from their online music catalogue. Tonify, our intelligent mobile music mixer (cloud and mobile app), which is powered by our robust proprietary engine and service platform, can take digital music content, and with the flick of a wrist, make it viral, social and highly engaging. Our innovative model turns users into active viral marketers, driving them to promote sales with tangible and gamified incentive systems.



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www.applicationbuzz.com/catalog/Playmytone



- Advertising & Media
- Gaming & Entertainment
- Cloud Services
- Online Information



TvTak instantly recognizes television shows and commercials. A viewer points their iPhone at the TV screen, and TvTak detects the video content within one second – offering a new type of direct engagement between viewers



and advertisers. By pointing their smartphone/iPad at the TV, consumers are prompted with an instant call to action. Advertisers can create an immediate call to action with spontaneity and no hassle. Watching an inspiring commercial, the user just points and clicks to engage.

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UpSense

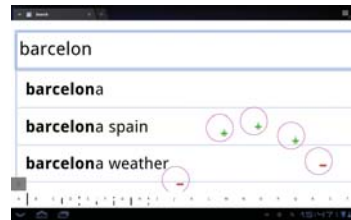
By Inpris

■ Utilities & Productivity



coming
soon

UpSense is a futuristic, intuitive, transparent, ergonomic keyboard for smartphones and tablets. Instead of the QWERTY keyboard that cuts off half of the screen and forces you to constantly look at the screen, with UpSense you can sit down, relax, put your hand on the screen and type freely with your own intuition.



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Wimbeep

By Fusego

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Wimbeep enables data exchanges between any devices that have a microphone and speakers. The user can choose to send a file or a contact and Wimbeep transmits it using acoustic communication technology via the device's speaker.

The data are encoded into acoustic sounds that are transmitted by standard speakers. Data exchange by acoustic communication is easy, convenient and has no electromagnetic radiation while providing a low data rate. Wimbeep is one of the first applications of this unique technology.



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ZooZ By Tactus Mobile

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- Business & Enterprise
- Application Development & Monetization



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