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April 23, 2008 08:01 AM Eastern Daylight Time **Meffys Mobile Entertainment Awards Recognizes Vantrix and The Weather Channel as Shortlisted Finalist for TV & Video Service Award***Mobile Entertainment Awards Acknowledges Vantrix and the Weather Channel Interactive for Their Ad-Supported Mobile Video Weather Forecasts*

NEW YORK--([BUSINESS WIRE](#))--The Mobile Entertainment Forum announced last week that Vantrix and The Weather Channel Interactive have been shortlisted for the Meffys Awards' TV & Video Service Award. Vantrix, a leading provider of mobile video solutions, debuted their mobile video weather updates with The Weather Channel last October and the videos have been garnering positive attention ever since.

The mobile video service, which is available through The Weather Channel mobile Web site, allows wireless users who visit [weather.com](#) on virtually any video-enabled handset to watch weather reports for 100 different US cities updated every 30 minutes, along with regional and national video forecasts, travel weather reports and weather-related news stories. With the use of industry-leading technology developed by Vantrix, the service can ensure that anyone with a multimedia-capable phone can access the content and have a video experience that is optimized for their specific phone without the need to download any additional software. Additionally, because this is an ad-supported service, it is provided free of charge to consumers.

"We are honored to be selected as one of the finalists for the Meffys," said Daniel Torras, VP of Marketing & Product Strategy for Vantrix. "This recognition validates our goal of educating consumers about the potential of today's mobile phones as a media distribution channel and the role of advertising to subsidize mobile content services. We are convinced that initiatives like these will further stimulate the adoption of mobile media."

The Meffys Mobile Entertainment Awards, considered the industry's most coveted prizes, received submissions from more than 20 countries spanning four continents. Now in their fifth year, the awards are independently judged by national media and leading trade journalists and analysts, including Analysis, Billboard, CCS Insight, Daily Telegraph, DN Capital, Frukt, GoMo News, The Guardian, IDC, Informa, iGizmo, Independent, M:Metrics, Media Week, MobiAdNews, Marketing, Marketing Week, Mobile Entertainment, Mobile Marketing, MusicAlly, NMA, Ovum, PocketGamer, Record of the Day, Strategy Analytics, Strategy Eye, Sunday Times, T3 and Trusted Reviews.

"This year's shortlist provides an excellent snapshot of this cutting-edge industry and insight into what we can expect in the near future," said Rimma Perelmuter, MEF Executive Director. "The 2008 Meffy nominees focused on providing analytics, addressing usability concerns and tackling merchandising and pricing issues, which all goes to prove that the mobile entertainment industry is maturing."

Winners of this year's Meffys will be unveiled at a special gala dinner in Cannes at the InterContinental Carlton hotel on May 8<sup>th</sup> during MEF's official annual event, MeM.

**About Vantrix**

Vantrix makes video work. Our focus is to deliver the best customer experience on a mobile phone. Vantrix overcomes the technology hurdles of providing video on demand, live TV, video alerts, user-generated content, video share, and any other type of multimedia in mobile and other digital platforms. And we do it in a way that helps our customers choose and implement the right business model for their multimedia services.

Leading companies like ABC News, Orange, T-Mobile and The Weather Channel already trust Vantrix to satisfy their mobile media needs. You shouldn't have to worry about which mobile phones your customers have, and you shouldn't have to compromise on how you deliver video and other media to them. Whether it's on-deck or off-deck, premium-based or ad-supported, push or pull, we put video to work for you. This is our promise and our commitment. Vantrix is headquartered in Montreal with offices in New York, London, Dubai and Bangalore.

See the difference at [www.vantrix.com](#).

**About Mobile Entertainment Forum (MEF)**

MEF exists to represent the interests of its global membership across the mobile entertainment value chain. Our goals are to build awareness, create business development opportunities and facilitate the development of commercial guidelines and best practices to promote a healthy and profitable industry.

With global headquarters in London, a Hollywood-based Americas secretariat, an Asian chapter in Hong Kong and the newly established Europe branch, MEF's network of members represents a veritable 'Who's Who' of mobile entertainment businesses and entrepreneurs. For more information and a full list of members please visit: [www.m-e-f.org](http://www.m-e-f.org).

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