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### **Geodelic Wins People's Choice Award at 3<sup>rd</sup> Annual Location 2.0 Summit**

**The Geodelic location-triggered discovery application was Chosen by Top LBS Industry Leaders for the Consumer Applications & Services Category**

Santa Monica, CA, October 9, 2009 – Geodelic, makers of a leading location-triggered discovery application, today announced it was chosen by top LBS industry leaders for a People's Choice award at the recent SiRFecosystem's Location 2.0 Summit in the Consumer Applications & Services Category for its Geodelic mobile application. Geodelic was chosen by popular vote because of its superior use of the power of location to connect people, content and services, as well as its level of innovation, impact on the market, features and benefits to end users.

The People's Choice awards recognize companies for their cutting-edge technology and innovative use cases that promote location as a part of daily life. Attendees at the Summit's afternoon panel discussions used their mobile phones to vote for their favorite Fast-Pitch presentations, and the winners were honored with a People's Choice Award at the evening Awards ceremony.

The SiRFecosystem's Location 2.0 Summit is one of the foremost strategic forums for the key decision makers of the LBS industry. The Summit offers leaders in the field of LBS and members of the LBS development community the ability to connect with location ecosystem partners to drive new applications and services for this exciting, rapidly evolving market. The Fast-Pitch presentations offer developers a unique opportunity to showcase their applications and services and to spark compelling discussions among an exclusive audience of leading global location industry executives.



About Geodelic: Geodelic lets consumers discover the information most relevant to them, based on their current location and interests. Geodelic effortlessly assembles information from a variety of sources, without the need to search, and then filters based on specific location, relevance, and a user's interests to generate personalized results. The Geodelic platform and elegant interface makes the location-based mobile experience relevant, useful, and exciting. For businesses, Geodelic provides a simple yet sophisticated framework for communicating with customers while they are at or near their location through the new generation of mobile devices. By allowing businesses to extend their web site with an on-location mobile experience, Geodelic empowers companies with an easy system to provide informational, navigational, and promotional content in a seamless blend. Geodelic is based in Santa Monica and was founded in early 2008, by Rahul Sonnad, who previously founded and led the Platform, a leading Internet video publishing system, which was acquired by Comcast in 2006.

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