



A Division of CTIA-The Wireless Association®

**ONTELA WINS CTIA WIRELESS 2008®  
E-TECH AWARD FOR INNOVATION IN MOBILE ENTERTAINMENT AND  
SOCIAL NETWORKING**

**Seattle, WA, April 3, 2008** – Ontela, Inc. was awarded first place for their PicDeck™ technology in CTIA Emerging Technologies (E-Tech) Awards in the Mobile Entertainment and/or Social Networking category. Second place was awarded to Nokia, and third place to Yahoo!. The E-Tech Awards program gives industry recognition and acknowledges the best wireless products and services. CTIA WIRELESS 2008® was held April 1-3 at the Las Vegas Convention Center.

Ontela's PicDeck™ technology, already deployed by Cellular South as the "pic sender" service, automatically saves subscribers' photos to their email, the "My Pictures" folder on their PC, and all their favorite Web photo albums.

"Cellular South is keenly focused on reliable applications that are easy to use and allow the customer to get the most out of their device," said Jim Richmond, VP of Corporate Communications for Cellular South. "Pic sender has been a huge success for us, delighting customers for the past five months with 24/7 ease of use and reliability. Our customers' pictures are always delivered where they want them."

"Simplicity is the foundation of our product," said Dan Shapiro, Founder and CEO of Ontela. "With a really terrific user experience, consumers who never before considered data services are willing to sign up for a data plan. Our application is so easy anyone can use it, and that means multiplying the data services and messaging market."

"The CTIA Emerging Technology Awards recognize the best wireless products and services in the industry," said CTIA vice president and show director Robert Mesirow. "Congratulations to Ontela for winning first place in the Consumer applications - Mobile entertainment/Social networking category."

A panel of industry analysts, media and technology experts reviewed nearly three hundred submissions from established and emerging companies and judged product entries based on innovation, creativity and vision.

## **About Ontela**

Ontela provides technology infrastructure to wireless carriers that allows consumers to unlock the photos in their camera phones. Founded by veterans from Microsoft, Real Networks and Expedia in 2005, Ontela is an innovator in mobile imaging headquartered in Seattle, WA. The company's patent-pending PicDeck™ platform allows carriers to connect camera phones to imaging services, online albums, and PCs with just a shutter click.

## **About CTIA WIRELESS 2008®**

As the premier global event representing the \$500 billion global wireless industry and the largest wireless show in the world, CTIA WIRELESS 2008 brings together all industries affected by wireless technology for three days of intense learning and networking. Visit [www.ctia.org/ctiawireless](http://www.ctia.org/ctiawireless).

CTIA-The Wireless Association is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. CTIA is also recognized as the premiere producer of two annual technology events representing the complete wireless, mobile and Internet industries: CTIA WIRELESS 2008 takes place in Las Vegas April 1-3; CTIA WIRELESS I.T. & Entertainment 2008 takes place in San Francisco September 10-12. Visit [www.ctia.org](http://www.ctia.org).

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