

### **WAMM Awards Finalists Named**

ATLANTA, Oct. 06, 2011 – [The Wireless Technology Forum](#) (WTF), the largest not-for-profit wireless association in the Southeast, today announced the finalists for its 2011 [Wireless and Mobile Media \(WAMM\) Awards](#), the regions premier mobile applications award ceremonies.

The WAMM awards will recognize the industry's leading innovators in mobile applications and mobile media. The following is a summary of the finalists for the mobile application awards:

1. Best Business and Vertical Industry Solutions: Salesforce.com, McKesson, Delta Air Lines, NexTraq,
2. Best Game: Angry Birds (Rovio), SPY mouse (Electronic Arts), Bejeweled (PopCap Games), and Mafia Wars (Zynga)
3. News and Media; ESPN, The Wall Street Journal, Atlanta Journal Constitution, and The Weather Channel
4. Retail, Shopping and Commerce: Amazon, Starbucks, SiteMinis, and Groupon
5. Social Media: Four Square, Facebook, Twitter, and LinkedIn
6. Video, Music & Audio: Pandora, Netflix, Hulu Plus, and Shazam
7. Best Overall Application: YouTube, Google Maps, Skype, and Facebook

The following are finalists for People awards:

1. Mobile Commerce Person of the Year: Dave Wentker (Visa International), Michael Abbott (ISIS), Jack Dorsey (Square), and Cyriac Roeding (Shopkick)
2. Mobile Media Person of the Year: Louis Gump (CNN), Mickey Khan (MobileMarketer.com), Arianna Huffington (AOL Huffington), and John Kosner (ESPN)
3. Mobile Consumer Applications Person of the Year: Cameron Clayton (The Weather Channel), Tom Daly (Coca Cola), Joe Kennedy (Pandora), and Bob Kupbens (Delta Air Lines)
4. Mobile Business Applications Person of the Year: Hal Lawton (Home Depot), Adam Clark (Fiserv), David Barnes (UPS), and Lisa McVey (McKesson)
5. Mobile Person of the Year: John Donovan (AT&T), Andy Rubin (Google), Tom Cook (Apple) and Andrew Mason (Groupon)

The WAMM Awards finalist and winners are determined by a vote from the WTF members, with winners announced at the 2011 WAMM Awards ceremonies, which will be held Oct. 20 in Atlanta at the AT&T Mobility Lenox Park Auditorium from 7:00 – 9:00 PM, with a pre-ceremony reception from 6:00 – 7:00 PM. Jeff Mucci, Co-Publisher for RCR Wireless News, will be the awards host and master of ceremony.

“For the second consecutive year, we are pleased to recognize and honor those in the mobile applications industry for their contributions and achievements which affect the lives of so many,” said Vivek Singhal, Program Director, 2011 WAMM Awards. “The companies and people recognized as this year’s finalists represent a unique cross section of the applications which we use in our daily lives, from news and sports, to shopping and entertainment.”

### **About the WAMM Awards**

Created to showcase the best in wireless and mobile media, the WAMM Awards recognizes the most innovative mobile application and media developers, their organizations, and the platform and infrastructure providers upon which the applications are built and delivered. Awards will be given in a broad range of categories, as selected by leaders in the industry and individual voters. Winners will be announced at the live event and via global web broadcast.

### **About the Wireless Technology Forum**

The Wireless Technology Forum is one of the fastest growing associations in the Southeast with more than 1,000 members and sponsors. WTF is the only association dedicated to the fast-paced and rapidly evolving wireless and mobile industry. The association is a platform for industry professionals to learn about the business of emerging wireless and mobile technologies, network with other like-minded professionals, and apply these technologies to their existing business or creation of new business.

### **Additional Resources**

- Wireless Technology Forum: [www.wirelesstechnologyforum.org](http://www.wirelesstechnologyforum.org)
- Wireless Applications and Mobile Media Awards: [www.wammawards.org](http://www.wammawards.org)

The Wireless Technology Forum thanks all the 2011 WAMM Awards sponsors without whom this event would not be possible: Platinum: Microsoft; Gold: The Intersect Group, Augme Technologies, Stone Resource Group, Agile Co.; Silver: Siteminis; Media Technology: Technology Association of Georgia, RCR Wireless, MIT Enterprise Forum Atlanta.

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