



## **Mobile Internet World 2008 Chooses ReadyPath as Smart Phone Map Provider**

### ***- Smart Phone Map Provider debuts Service at Mobile Internet World 2008 Conference and Exposition-***

SAN DIEGO, CA - **October 21, 2008** - Mobile Internet World 2008 - [www.mobilenetx.com](http://www.mobilenetx.com), the leading conference and expo for connecting the people, technologies and trends that will shape the future of the mobile Internet, has selected ReadyPath Inc., a new map services company, to provide their over 2000 attendees access to the new ReadyPath mobile map service to easily navigate exhibit floor maps, directories, and news on their mobile devices.

"The attendees of Mobile Internet World expect to see the latest innovations in mobile technology and applications," said Eliot Weinman, Conference Founder and President of Trendsmedia, Inc. "ReadyPath demonstrates how smart phone technology can enhance the experience of our conference attendees," he said.

Due to the leading edge viewer technology developed exclusively by ReadyPath, Inc. attendees can now roam the show floor using the maps to navigate without worrying about maintaining web connectivity. The new smart phone application downloads the maps and directories into phone memory, making it possible to use a map anytime without having to be on-line continuously. Maps are surprisingly easy to pan and zoom. They give both the perspective and detail needed to quickly find show locations. Another new feature to mobile maps is the ability to call a number of companies in the directory to create an efficient show tour.

ReadyPath directory / maps include a single sponsor splash page much like the cover image on a paper map. Unlike previous trade show text services, users are only sent the directory - maps they request and do not need to register on-line or give out their personal cell phone number.

ReadyPath developed its smart phone map service to improve the trade show experience for attendees, show management and exhibitors alike. "Attendees can better manage their time, exhibitors can improve the quality of their traffic, and show management has an exciting new tool to aid show promotion", said Tom Brinkoetter, founder and Vice President and Sales and Marketing for ReadyPath Inc.

#### **About Mobile Internet World 2008 and Trendsmedia**

Mobile Internet World attracts attendees from the entire mobile Internet ecosystem. Executives from around the globe attend to learn about the state-of-the-art and state-of-the-practice of the mobile Internet, what role they can play and how they can profit from its opportunities.

Trendsmedia is the events and publishing division of Yankee Group Research, Inc.

Trendsmedia showcases and analyzes major technology trends and their impact on consumers and enterprises. Trendsmedia provides clients with independently produced media products

targeting emerging technology markets, including focused conferences, online media, and in-depth newsletters. For more information, visit [www.trendsmedia.com](http://www.trendsmedia.com).

**About ReadyPath Inc.**

ReadyPath, a privately held company was founded in 2007. The company's mission is to be the premiere venue mobile maps provider for all large venue locations. It's their goal to support the first "Green Alternative" to paper walking maps giving customers what they want; real-time information in an accessible and convenient mobile application. For more information on venues supported by ReadyPath Visit [www.readyPath.com](http://www.readyPath.com)

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