

# MOBILE WORLD CONGRESS 2016 WASHINGTON STATE DELEGATION

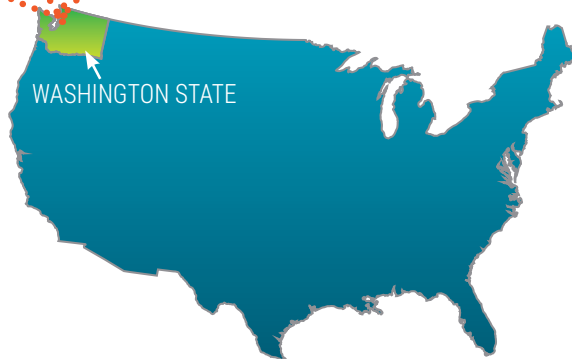
LIST AS OF 12/4/2015

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APIMETRICS	GUPPY GAMES   MEDIA
APPTENTIVE	NETMOTION WIRELESS
BUDDY	QIKSPACE
CATCHY	SIRQUL
DOGFISH SOFTWARE	SYNTONIC
GENERAL UI	TUPL
GLYMPSE	UI EVOLUTION

WATCH FOR UPDATES ON OUR DELEGATION  
[WWW.CHOOSWASHINGTON.COM/MWC-2016](http://WWW.CHOOSWASHINGTON.COM/MWC-2016)

SEATTLE  
BELLEVUE  
KIRKLAND  
REDMOND





#### PRODUCTS / SERVICES

Cloud Services

Data Analysis

Monitoring Systems /  
Equipment

Operational Support  
Systems

Mobile Enterprise  
Solutions / Services

The API and Internet of Things revolution relies on APIs performing optimally to ensure everything works seamlessly and well. But how can IT managers, application developers and vendors be certain the APIs interconnecting networks, products and devices are operating as designed?

Inefficient or broken APIs have a cascading effect, resulting in poor performance that leads to unhappy customers. The key is knowing that you have issues before your customers do and APImetrics provides that assurance.

APImetrics provides easy integration to all the leading API standards (REST/ SOAP), importers for RAML, Swagger, Blueprint and more. It allows easy scheduling of tests from over 30 locations worldwide, inside corporate firewalls and via cellular networks.

#### UNIQUE SELLING POINTS

- Handles all types of API transactions including SOAP, REST, multiple part calls
- Integrated security for seamless running of ongoing performance checks
- Tests and monitors performance inside and outside firewall
- Global test reach on multiple clouds and cellular networks

#### MEETING GOALS

Identify new clients for our key verticals – telco, travel, retail, banking, messaging. Present our solution and set up trials with enterprise clients. Identify resellers and key partners for taking our solution to a wider global market.

#### KEY CONTACT

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#### PRODUCTS / SERVICES

CRM Systems

Content Management  
Messaging

Mobile Advertising and  
Marketing

Mobile Enterprise  
Solutions and Services

Apptentive's mobile customer engagement software helps enterprise brands listen to, engage with, and retain their mobile customers through intelligent in-app messages, surveys, and ratings prompts. Integrated into thousands of mobile apps including AllRecipes, Concur, Intercontinental Hotels Group, Nordstrom, and Overstock.com, Apptentive helps customers boost app store ratings, drive downloads, and earn customer loyalty. Apptentive powers millions of customer conversations every month. The company is based in Seattle, Washington.

#### UNIQUE SELLING POINTS

Apptentive's software helps companies achieve:

- Better app ratings and reviews
- Timely mobile surveys and messaging
- Targeted customer communication
- Improved mobile retention and customer LTV
- Feedback for product roadmap
- Actionable mobile customer insights

#### MEETING GOALS

Meet mobile & SaaS companies to explore opportunities for business partnership. Meet with companies seeking to improve their mobile customer communications, ratings and engagement.

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## PRODUCTS / SERVICES

### M2M / Telemetry Systems

#### Data Analysis

#### Cloud Services

#### Data Clearing

#### Application Development – General

Buddy provides data hosting and management solutions for manufacturers and vendors of connected (“IoT”) devices. With a handful of lines of code added to any connected device, Buddy can host telemetry data from these devices in regions around the world, and shape and query the data prior to pushing it into any business intelligence (BI) toolset, M2M or big data system.

Buddy also performs real-time queries on extremely high volumes and velocities of IoT telemetry data, and is a messaging mechanism for external control of devices. There’s no lighter weight nor more effective IoT data management platform than Buddy.

## UNIQUE SELLING POINTS

- Buddy converts raw streams of connected device telemetry into data consumable by any business intelligence, big data or visualization tool
- Buddy can securely store device data in a customer selected geographic region to respect data sovereignty laws while maintaining user privacy
- With no per-device fees, silicon or firmware requirements, Buddy is the lightest weight, most effective IoT platform on the market

## MEETING GOALS

Meet with enterprise clients looking for a solution to host and manage their connected data, especially those seeking a solution that complies with regional data sovereignty laws.

## KEY CONTACT

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**PRODUCT/SERVICES**

**Developer Program Management**

- Consulting**
- Content Provider**
- Messaging**

Catchy understands the unique needs and interests of the developer community, and we know how to engage them in meaningful ways. We're a bridge between marketing and technology, working with you to take a complex idea and make it accessible for your audience.

- Mobile Advertising and Marketing**

Whether you plan to launch a new API, create and maintain an outreach program, or deploy a network of dedicated developer evangelists, we will craft your content, tell your story, and deliver results.

- Social Media / Networking**

With offices in the U.K. and U.S., we work closely with our clients to create, build and manage developer communities that thrive.

**UNIQUE SELLING POINTS**

- Focused entirely on developer communities, we don't do anything else
- 5+ years experience working with global brands
- End to end solutions, from program inception to back end logistics
- Multi office locations giving us global coverage

**MEETING GOALS**

We are interested in meeting with technology companies that either have a developer program or are looking to build one.

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**dogfish**  
S O F T W A R E

#### PRODUCT/SERVICES

Application  
Development  
– General

Consulting and  
Engineering Services

Mobile Enterprise  
Solutions and Services

Mobile Payments and  
Remittances

System Integration

Founded in 2010, Dogfish Software is a Seattle, Washington-based consulting firm specializing in handcrafted mobile and web application development. We provide full-featured Android and iOS development services, including UX/UI design, application infrastructure design, and interaction with custom-built web services. With a diverse portfolio of project and clients, including Fluke Corporation, Big Belly Solar, Alaska National Insurance, and SoundWater Technologies, Dogfish has established a strong mobile presence that focuses on secure, scalable, well-designed solutions, while still maintaining our expertise in backend infrastructure and web development.

#### UNIQUE SELLING POINTS

- Extensive experience developing mobile, web and wearables applications
- Expertise in custom hardware integration and building scalable backend infrastructures to support application functionality, data analytics and payment processing

#### MEETING GOALS

Meet potential clients and partners who want to leverage innovations in mobile technology to support customers.

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# GENERAL UI

## PRODUCT/SERVICES

Application  
Development  
– General

Mobile Enterprise  
Solutions and  
Services

Consulting and  
Engineering Services

IoT / Wearables /  
Smart Devices

SDK Management

Since 2009, General UI has cultivated its reputation as a best-of-breed software engineering and mobile application development firm. We collaborate with innovative brands, industry staples, enterprises, startups, and entrepreneurs to bring their ideas to life as design-forward, user-centric, quality software products.

Our senior-level staff of engineers, designers, and strategists have proven experience executing for large, international brands. We believe mobile apps and the incoming wave of wearable technology and IoT devices will dramatically impact lives -- one of our goals is to create software to help drive it forward.

## UNIQUE SELLING POINTS

- Expertise creating mobile apps for iOS, Android and other platforms
- Skilled at delivering software products for non-IT companies
- Capable of scaling resources for any sized project
- Driven to work with cutting edge technologies

## KEY CONTACT

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## PRODUCTS / SERVICES

**Location Technology  
and Services**

**App Development**

**Mobile Enterprise  
Solutions**

Glympse is the pioneer of dynamic, temporary location sharing technology. The Glympse service allows people to quickly and easily share their location with one person or many. In addition to the award-winning consumer app, Glympse offers a carrier-grade location platform enabling Wireless Carriers, Device OEMs, Auto Manufacturers and Enterprises to integrate its trademark location features into their Applications, Devices, and Services.

Glympse has partnered with many top-tier companies, including Blackberry, BMW/MINI, Comcast, Ford, Garmin, GM, Gogo Inflight, Kik, Jaguar Land Rover, Mercedes, NAVIGON, Pebble, Pizza Hut, Samsung and Verizon, which have integrated the Glympse brand and enterprise platform into their own products and applications.

## UNIQUE SELLING POINTS

- Proven carrier-grade cloud-based infrastructure deployed globally with Fortune 500 brands
- Brand leader in real-time location sharing services

## MEETING GOALS

Seeking to meet with SLS and Enterprise customers, Carriers and OEMs interested in adding real-time location capabilities into their Smart PIM applications.

## KEY CONTACT

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**PRODUCT/SERVICES**

**Mobile Advertising and Marketing**

**Application Development – General**

**Mobile Gaming**

**Mobile Internet & Search**

**Socail Media / Networking**

Guppy Games | Media is a performance-based digital advertising agency in Seattle, Washington, USA. Guppy Games owns Appdango and ReserveMyApps, which are mobile and desktop app engagement platforms.

ReserveMyApps is a pre and post launch engagement platform for mobile app developers. It offers Beta Tester Recruiting, Pre-Launch Registration, App CPI, and event services, which results in higher user retention and engagement.

Appdango is a social rewards community where users earn rewards for trying new apps, participating in surveys, and sharing their opinions. Appdango is available as an Android app and a WAP and desktop portal.

**UNIQUE SELLING POINTS**

- Direct traffic source for large scale user data acquisition
- User acquisition and engagement services for mobile app developers

**MEETING GOALS**

We are looking for mobile app and game developers who are launching their apps and need to acquire new users, have users continue engaging in their apps, and need event promotion. We are also looking for social network marketers.

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#### PRODUCT/SERVICES

Data Compression

Encryption and Security Equipment

Mobile Enterprise Solutions and Services

Mobile Security Systems

Roaming Solutions

NetMotion Wireless provides mobility security and performance management software that adjusts for the variable connections and conditions encountered in mobile environments. It delivers a seamless and more-productive user experience, whatever the combination of network connections, applications and devices used. Workers benefit from a resilient, consistent and secure connection when they use different wireless networks and encounter gaps in coverage, while IT is better-able to support users through mobile diagnostics that identify the root cause of connection problems. NetMotion Wireless is the only intelligent VPN that heightens worker productivity while lowering the data and support costs for mobile users.

#### UNIQUE SELLING POINTS

- Next generation intelligent mobile security and performance management software
- Helping mobile devices, applications and networks deliver on their real potential
- Quality of end user experience (QoE)

#### MEETING GOALS

Interested in meeting with:

- Enterprise companies and government agencies interested in mobile security and performance management solutions for internal company deployments
- Mobile operators / telcos
- Systems integrators and service providers of mobile security and management technologies – regional preference for Spain, Italy, France, Germany and Poland

#### KEY CONTACT

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**PRODUCTS / SERVICES**

**Productivity App**

**Mobile Enterprise Solution**

**Big Data & AI Engine**

Qikspace is a mobile first productivity platform that enables seamless collaboration, empowers dynamic teams and integrates with existing apps. Qikspace helps users find and organize everything from anywhere! An integrated view of, emails, chats, notes, pictures, shared folders, tasks, calendars, and content. Qikspace lets users know what they are doing, why it was done and with whom it involved. Interactions become simple.

**UNIQUE SELLING POINTS**

Qikspace empowers the mobile and dynamic workforce, through a mobile first integrated communication and collaboration solution.

**MEETING GOALS**

Seeking to meet with Carriers and OEMs interested in integrating productivity services into their offerings.

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#### PRODUCTS / SERVICES

- Application Development:  
Gaming, General
- Content Management
- Mobile Advertising / Marketing
- Mobile Enterprise Solutions / Services

Sirqul is led by Robert Frederick: the original technical founder of Amazon Anywhere and Amazon Web Services (AWS). Sirqul's platform and patented technologies enable Internet of Things (IoT) device manufacturers and cloud enabled ecosystem owners to rapidly create dynamic mobile experiences, maximize loyalty, and generate revenue. Along with APIs, Sirqul offers multiple dashboards that offer online interfaces to manage location-based services, delivery algorithms, product offerings, mobile transactions, telemetry, analytics, big data, geo-fences, mesh networks, real-time bidding systems, storage, geotasking solutions, path prediction, audience behavior, real-time, scheduled notifications, service orchestration, and dynamic application configurations. Visit [www.sirqul.com](http://www.sirqul.com) or <http://dev.sirqul.com> to learn more.

#### UNIQUE SELLING POINTS

- Social, location, and mobile engagement platform
- Easy to release app templates to expedite and maximize brand awareness
- Real-time analytics tracking and analysis
- Real-time, self-serve advertising system embeds content, characters, products within games

#### MEETING GOALS

To find key strategic partners that will bridge the gap between influencers, brand advertisers, and users together in one cohesive experience via the Sirqul technology platform.

#### KEY CONTACT

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#### PRODUCT / SERVICES

- Mobile Enterprise Solutions and Services
- Mobile Payments and Remittances
- Device Management

Syntonic is a platform service provider that delivers enterprise class mobile connectivity services to businesses of any size that want to save money with their Bring-Your-Own-Device (BYOD) deployments. Syntonic DataFlex®, built on the company's patent pending Connected Services Platform™, allows businesses to confidently launch and expand BYOD programs while reducing costs, advancing business analytics, and enhancing security. Syntonic DataFlex integrates into corporate management workflows and supports any mobile operator network, managed or unmanaged device, and unmodified business applications. Started in 2013, the company has developed worldwide strategic partnerships with leaders in the mobile ecosystem. To learn more about Syntonic visit [www.syntonic.com](http://www.syntonic.com).

#### UNIQUE SELLING POINTS

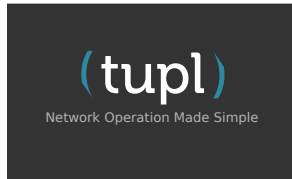
- Operator independence: supports all mobile operators
- Any mobile device, managed or unmanaged
- Native application support: no SDK integration or app wrapping
- Integrates into existing corporate workflow
- App-level analytics
- Self-service portal

#### MEETING GOALS

Syntonic would like to pursue business opportunities with companies that want to augment their existing corporate telecommunications services with Syntonic DataFlex's split billing solution. Pertinent companies include mobile operators, expense management providers, system integrators and enterprise mobility management vendors.

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**PRODUCT / SERVICES**

**Data Analysis**

**Middleware**

**Operational Support  
Systems (OSS)**

**Application  
Development  
– General**

**Utilities (Smart Grid)**

We are a startup from Greater Seattle area, with offices in Atlanta, Dallas and Malaga, Spain. We have a unique skill set of wireless, software and data science expertise. Our TuplOS, an integrative Big Data Platform, has been designed by telecom experts for the use of telecom operators. First applications on TuplOS are now being piloted to solve the most critical issues facing network operations.

Join us at MWC if you are interested in:

- focusing on solving critical operational issues with the promise of Big Data
- hearing what others are experiencing with TuplOS
- participating in open app development environment

**UNIQUE SELLING POINTS**

- Hide the complexity of Big Data platform – no need for an army of data scientists
- Immediate savings with operational analytics
- From telecom experts to telecom operators – we know your business
- Open environment for in-house/3rd party applications on TuplOS

**MEETING GOALS**

- Customers: mobile operators, specifically the network operations executives
- Strategic partners/channels: companies serving mobile operators in their region
- Strategic Investors: those interested in operational analytics for networks

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#### PRODUCT/SERVICES

Cloud Services  
Middleware  
Mobile Enterprise  
Solutions and Services  
Retail  
Content Management

UIEvolution is a cloud SaaS provider specializing in highly scalable connected device software and solutions across a broad range of markets, including Automotive, Cruise, Hotel and Retail. We believe that technology and connectivity should enhance and never distract from life experiences. From our inception in 2000, we have said "The User's Experience Matters".

And, for 15 years we have made software and provided services that deliver this vision. Headquartered in Seattle with offices in Tokyo and Detroit, UIEvolution has a proven track record with clients like Toyota, Clarion, DIRECTV, Carnival Cruise Lines, Samsung, DENSO, AT&T, Microsoft, Disney, Mitsubishi and Panasonic.

#### UNIQUE SELLING POINTS

We offer a cloud-based platform called UIE CloudConnect™ for automotive OEMs and Tier 1 suppliers to seamlessly link and deliver content and services to the vehicle.

- Multimodal connectivity options for real-time content
- In-vehicle HMI technology and application policy management software
- Remote management of vehicle features (location, door unlock, diagnostics and more)
- Customizable B2B and B2C responsively designed portal sites
- Custom branded application storefront with developer publishing tools
- Award winning HMI design for both mobile and in-vehicle

#### MEETING GOALS

Looking to meet with Automotive OEMs and Tier 1 suppliers.

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