

WASHINGTON STATE | MOBILE WORLD CONGRESS 2015

CHOOSE Washington
Washington State Department of Commerce



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Your Partner in Mobile

Washington State maintains a network of foreign offices to provide no-cost international business development assistance and attract foreign investment. Our team of business experts stands at the ready to help you do business in and with Washington State. As a mobile company you'll find that the state is ideally suited to your business goals, whether you're a one person start-up bent on reinventing mobile entertainment or a large firm overseas that wants to expand operations into the US.



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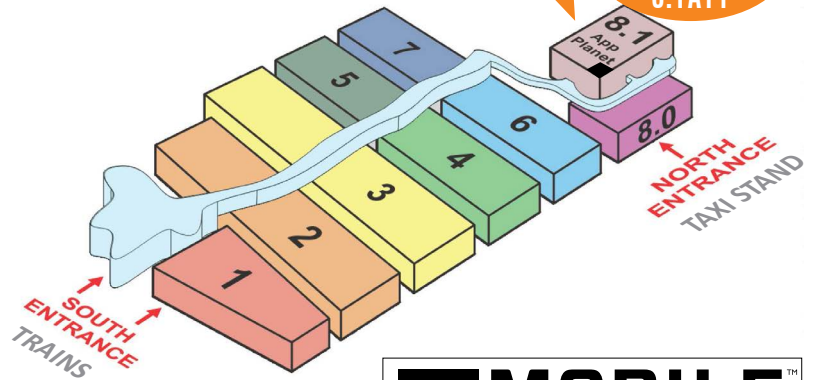


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CHOOSE **Washington**
STATE



Department of Commerce
Innovation is in our nature.

Washington State. We build business legends.

A lot has happened over the last 40 years. Perhaps no technology has changed the world as profoundly as mobile communications and computing, and Washington State is proud of our legacy as the birthplace of mobile services in the United States. Today, the state continues to lead the way, offering businesses a vibrant and diverse information and communication technology sector that is home to some of the most well-known and innovative companies in the world.

Washington is second only to California in the number of apps economy jobs in the US, clocking in at 49,800 in 2012. All told, the state employs more than 155,000 people in the ICT sector, which generates \$36.4 billion in revenue annually. The major players in mobile and ICT are drawn to the state by our highly-skilled engineering, software and mobile development workforce, our culture of innovation and our pro-business environment where new ideas are quickly brought to market.

RANKED
#1 Best State
To Start
A Business
U.S. News & World Report

MORE THAN
\$2B from apps development
annually generated by
Washington tech economy.

RANKED
#1 In Broadband
Connectivity
- TechNet

2nd only to London in
contributions to the world-
wide mobile eco-system.

94% of Washingtonians
have access to
broadband internet.

330 + game design
and development
companies are located in
Washington, the biggest concentration
in the country.

DECADES of growing
strong core technology companies.
From Microsoft and Aldus in the
1980s to Amazon and others today
our technology stars go on to grow
generations of great ideas.

50000⁺
**SOFTWARE
ENGINEERS**

Apptentive

CRM Systems • Content Management • Messaging • Mobile Advertising and Marketing • Mobile Enterprise Solutions and Services

Apptentive's software enables organizations with iOS and Android mobile applications to communicate directly with their customers via in-app surveys, ratings & reviews prompts, app feedback requests, and 1-on-1 customer messaging. Our tools help companies earn mobile customer love and retention. The Apptentive mobile software development kit (SDK) is fast and easy to integrate into your apps. Apptentive is already powering better customer engagement for millions of people across thousands of enterprise, e-commerce and entertainment apps.

UNIQUE SELLING POINTS AND DIFFERENTIATORS:

Apptentive's software helps companies achieve:

- Better app ratings and reviews
- Timely mobile surveys and messaging
- Improved app user retention
- Unique mobile customer insights • Private feedback for app improvement

MEETING GOALS: Apptentive is seeking to meet with other mobile and CRM SaaS companies to explore opportunities for business partnership. We are also seeking to meet with companies and publishers of applications seeking software vendors to help improve their mobile customer communications, ratings and engagement.

KEY CONTACT: Robi Ganguly, CEO • 1 415.939.7143 • robi@apptentive.com • www.apptentive.com



autoGraph

Data Analysis • Location Technologies and Services • Mobile Advertising and Marketing • Mobile Privacy/Spam Prevention • Mobile TV

AutoGraph is a horizontal consumer-controlled personalization layer used by consumers around the world for companies that want to build better relationships by understanding their consumers. The patented technology generates a 91%-accurate interest graph in 30 seconds while protecting data privacy, which has been shown to increase response rates by 10x for enterprises in mobile telecommunications, financial services, retail, and coming soon, media and travel. The company was founded in 2011 and has offices in Seattle, London and New York.

UNIQUE SELLING POINTS AND DIFFERENTIATORS: AutoGraph helps people make choices by: Driving Consumer Interest: Immersive user experience • Data privacy protection. Understanding Consumer Interests: Consumers offer their data directly • Highly accurate profiles. Maintaining Consumer Interest: Push notifications and app badges • Pop-up social networks

MEETING GOALS: Meet with enterprise clients looking for deeper data on their customers in a way that respects consumer data privacy in the following categories: Media (video and publishers), Retail, Mobile telecommunications.

KEY CONTACT: Arnel Leyva, Global Head of Marketing • 1 760.271.4192 • arnel@autograph.me • www.autograph.me

B L A C K ■■■ P I X E L

Application Development General • Mobile Enterprise Solutions and Services • Mobile application Design and Development
Software Development • Consulting Services

Black Pixel is a digital products group specializing in mobile strategy, design, and development. Since 2007, we've been working with emerging startups and fortune 500 companies—like Apple, ESPN, and Turner— to create beautiful and powerful mobile apps that improve people's lives, help businesses thrive, and push the industry forward. d.

UNIQUE SELLING POINTS AND DIFFERENTIATORS

- Global team of senior-level strategists, engineers, testers, and designers.
- Focus on design and development of mobile, web, and emerging technology products.
- Strategy-driven process that aligns products with business goals, engages users in meaningful ways, and yields key market insights

MEETING GOALS: We're attending Mobile World Congress to build relationships with potential clients from multiple verticals, including lifestyle, media and entertainment, financial services, hospitality, and enterprise.

KEY CONTACT: Kevin Kirkpatrick, Director Business Development • 1 208.413.2340 • kevin@blackpixel.com • <http://blackpixel.com>



Mobile Application Design and Development • Software Development • Consulting Services.

Since 2009, General UI has built a reputation as a best-of-breed app developer and software development firm. We collaborate with innovative brands, startups, and domain-expert entrepreneurs to bring ideas to life as delightful mobile products.

We are innovators of: Mobile software development • Software design and UI/UX • Software consulting services • Wearable technology • Smart devices • Virtual reality • API & SDK Management

UNIQUE SELLING POINTS AND DIFFERENTIATORS: Pushing the boundaries of what software can achieve and working across a variety of cutting edge technologies. Innovators of mobile software, wearable tech, smart devices and virtual reality.

MEETING GOALS: Foster relationships with companies outside of the US that are interested in mobile technology, emerging technology, and software development. Connect with foreign hardware engineers and device manufacturers to collaborate with on wearable technology and smart devices. Announce our new PureSDK service package, which helps companies with API's achieve stronger, wider and quicker adoption amongst developers. General UI will evaluate the API's usability, write custom documentation and help manage developer requests to create a seamless environment where the API's will prosper.

KEY CONTACT: Jared Cheshier, Entrepreneur In Residence • 1 206.512.8020 • jared@generalUI.com • www.GeneralUI.com



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, Ford, Garmin, GM, Gogo Inflight, Kik, Jaguar Land Rover, Mercedes, NAVIGON, Pebble, Samsung and Verizon, which have integrated the Glympse brand and enterprise platform into their own products and applications.

UNIQUE SELLING POINTS AND DIFFERENTIATORS: 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 Carriers and OEMs interested in adding real-time location capabilities into their Smart PIM applications.

KEY CONTACT: Timo Bauer, Vice President Business Development • 1 425.442.9917 • timo@glympse.com • www.glympse.com



Mobile advertising and marketing • mobile entertainment • mobile gaming

Guppy Media's mobile app distribution platform, Appdango, allows users to earn rewards by installing apps. Appdango provides mobile advertisers with a Pay Per Engagement (PPE) business model, which guarantees the user's value to advertisers.

Guppy Media is the premium online and mobile performance and affiliate network for advertisers, publishers, and networks worldwide. With a constant commitment to "results marketing," we deliver on quality, volume, advertiser ROI, and publisher yield – all aspects are always results driven.

UNIQUE SELLING POINTS AND DIFFERENTIATORS:

- We facilitate app installation and user data acquisition
- Real time tracking through an online interface
- Sophisticated fraud filters result in a great ROI

MEETING GOALS: We are seeking mobile app developers who want to gain exposure and advertisers who are interested in being a part of the mobile app distribution platform, Appdango. We would also love to meet with publishers who are interested in distributing Appdango and other exclusive mobile and desktop campaigns.

KEY CONTACT: Alex Choe, CEO • Cell: 1 206.200.0444 • alexc@guppygames.com • 1 425.450.9494 • www.guppymedia.com



Cloud Services • In-Building Systems • Location Technologies and Services • Retail

IndoorAtlas is the world's first company to utilize magnetic anomalies inside buildings and smartphones to pinpoint indoor locations. This innovation results in an indoor position accuracy down to 1-2 meters without any additional infrastructure. Founded in 2012 as a spin-off from the University of Oulu, Finland, IndoorAtlas' technology is being extensively piloted – putting the company well on its path to accomplishing its vision to make magnetic a foundational technology of indoor location.

UNIQUE SELLING POINTS AND DIFFERENTIATORS : Software only indoor GPS technology based on magnetic anomalies that works on Android and iOS platforms - and it does not require any hardware infrastructure to be deployed

MEETING GOALS: To increase awareness of an elegant and cost efficient indoor GPS technology

KEY CONTACT: Wibe Wagemans, President • 1 650.332.2332 • wibe@indooratlas.com • 1 650.332.2332 • www.indooratlas.com



Driving Intelligence



Associate Member

M2M/Telemetry Systems • Content Provider • Data Analysis • Mobile Enterprise Solutions and Services • Environment/Green Services and Solutions

INRIX is leading efforts to connect cars for smarter cities. As Big Data and the Internet of Things changes everything from where we go and what we do to, INRIX leverages cutting-edge data intelligence and location technologies to transform how people and commerce move across the world's transportation networks. For mobile operators, INRIX Population Analytics represents an opportunity to deliver a range of services through extracting insight from their vast collections of data – a significant new revenue source for operators and a valuable addition to their services portfolio.

UNIQUE SELLING POINTS AND DIFFERENTIATORS: World's largest traffic intelligence network across 42 countries • Delivering breakthrough Connected Car services & transportation analytics • Multi-Modal; Transportation & Population Analytics, Traffic, Fuel, Parking, EV • INRIX Population Analytics utilises billions of anonymised mobile data points to provide insights on population movement that support a number of use cases from smart city planning to retail insight. We have spent a decade refining and patenting algorithms that are capable of integrating and interpreting mobile data with our GPS data sets

MEETING GOALS: Big data leads at operators to discuss population analytics • Operator B2B teams to discuss INRIX Traffic white label opportunities • Cities to discuss real-time traffic services and population analytics • Handset manufacturers to discuss real-time traffic and Connected Car services • App developers and service integrators to discuss the INRIX Traffic SDK

KEY CONTACTS: Graham Bradley, Sales Director, EMEA • 44.7710.187246 • graham.bradley@inrix.com
Matt Simmons, Marketing Director, EMEA • 44 (0) 7825 944 515 • matt.simmons@inrix.com

ORCAWAVE

Messaging Operational Support Systems (OSS) • Business Support Systems (BSS) • Fraud Management and Solutions
Tariff Modelling and Revenue Analysis

Orca Wave, a global software provider, serving customers across six continents, is a leader in providing software to manage routing, rating, reporting, network testing and billing to providers of messaging and voice services. Our suite of software services includes our Mobile Messaging Platform integrated with SMS termination providing a total solution. Orca Wave's BlueWater software protects a company's investment in customers, network and switching through auditable revenue assurance, fraud tracking, code management, proactive routing, reporting, network testing and alarming. Our experienced staff and partnerships with leading technology companies allows Orca Wave to continually enhance our platform to reach new markets.

UNIQUE SELLING POINTS AND DIFFERENTIATORS: Orca Wave software provides comprehensive revenue assurance and cost management for mobile messaging services as well as international voice calling. Orca Wave packages software with messaging service for overall solutions. Fraud Management • Revenue Assurance • Network Testing • Intelligent Routing

MEETING GOALS: Announce the launch of our new Intelligent Mobile Messaging Platform to manage SMS, A2P and P2A products • Meet mobile carriers to discuss streamlining their messaging processes, optimize routing, provide fraud protection and manage revenue assurance for enhanced profitability • Discuss Orca Wave messaging strategies with technology partners.

KEY CONTACTS: Jeri Wait • Jeri@OrcaWave.net • Cell: 1 206.465.758855
John Rivenburgh • John@OrcaWave.net • Cell: 1 206.409.0697 • www.OrcaWave.net

playfab

Application Development – Gaming • Cloud Services • Content Management • Data Analysis • Middleware

PlayFab provides the industry's most complete live game operations platform, including a full suite of back-end services and tools for building and managing any game. Launch sooner, spend less, and earn more with PlayFab's reliable, easy-to-integrate services like profile management, multiplayer servers and matchmaking, in-game commerce and marketplaces, deep analytics, customer service tools, and much more. Focus on the fun while staying competitive in today's market.

UNIQUE SELLING POINTS AND DIFFERENTIATORS

- The most complete live game operations platform -- no more juggling numerous SDK's never designed to work together
- Focused exclusively on games -- not a generic mobile backend
- Integrates with all major platforms -- including Steam, Xbox, Playstation, iOS, Android and Facebook

MEETING GOALS: We'd love to meet with any game studio building a live game-as-a-service. Find out how PlayFab's suite of tools and services can make your game more successful.

KEY CONTACT: Mark Val • +49-1749037084 • info@playfab.com • Office: 1 206.673.3085 • www.playfab.com



SEQUITUR LABS

Mobile Enterprise Solutions and Services • App development General • Mobile Security Systems

Sequitur Labs' DeadBolt™ is the industry's first solution to make chip-level security easily accessible to mainstream developers of Android apps. DeadBolt is an SDK consisting of a suite of Java libraries and APIs to access hardware security in over 250 million devices. DeadBolt eliminates the need for specialized tools and training, thereby dramatically reducing time and cost to develop hardware-secured applications.

UNIQUE SELLING POINTS AND DIFFERENTIATORS:

- Makes it easy for mobile app developers to utilize hardware security
- Rapid time to market for high security Android apps
- Hardware-secured data-at-rest and data-in-transit • Seamless provisioning.

MEETING GOALS: OEMs of Android tablets/smartphones and MNOs who wish to offer higher security solutions that are accessible to mainstream developers • Mobile application developers, agencies and system integrators seeking to enhance mobile security offering to enterprise customers.

KEY CONTACT: Abhijeet Rane, VP Marketing • Cell: 1 425.442.1647 • Abhijeet.Rane@seqlabs.com • www.sequiturlabs.com



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

Sirqul is an engagement platform that empowers influencers and brand advertisers to rapidly create dynamic mobile experiences and maximize customer loyalty. Influencers and brand advertisers engage with their users on a daily basis, monetize their brand, while maintaining authenticity via non-intrusive product placements embedded within the gameplay itself. We have helped key influencers and brands reach the #1 spot in the US iTunes App Store for games and generate over 30,000 5-star app reviews. Our methods are revolutionizing targeted mobile advertising and awareness campaigns.

UNIQUE SELLING POINTS AND DIFFERENTIATORS

- 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: Robert Frederick, President & CEO • Cell: 1 206.250.6844 • rob@sirqul.com • www.sirqul.com



Application Development • Mobile Enterprise Solutions & Services • Cloud Services • Education • Mobile Consumer Services • Automotive • Gaming

Syntonic is a platform service provider that enables content-based commercial models for monetizing access on mobile devices. Syntonic provides multicarrier sponsored data, and other connected services that create new revenue opportunities for content publishers, applications developers, mobile operators, device manufacturers, system providers, and others in the mobile value chain. As an in-network, cloud-managed service, the Syntonic Connected Services Platform supports any network application and mobile computing device without requiring any modifications to the device, application, or delivery network. Syntonic provides consumer, enterprise, education, automotive, and healthcare solutions.

UNIQUE SELLING POINTS AND DIFFERENTIATORS: Connectivity-as-a-Service • Content paired with connectivity • Sponsored Data expertise • Multi-carrier supported platform • No changes required to content, devices, or delivery network • iOS, Android, Chrome mobile support

MEETING GOALS: Syntonic would like to pursue business opportunities with mobile operators, application developers and device OEMs who want to differentiate their offerings, expand customer acquisition, deepen engagement, and monetize with content-based commercial models over the mobile Internet.

KEY CONTACT: Gary Greenbaum, CEO • Cell: 1 206.383.5330 • gary@syntonic.com • 1 206.408.8072 x702 • [www://syntonic.com](http://www.syntonic.com)



Mobile Enterprise Solutions and Services • Content Management • Application Development: General • Systems Integration • CRM

TouchBase is a new company that builds custom, branded apps for salespeople. Touchbase's software allows marketers to upload customer facing content such as presentation slides, videos, and PDFs through a back-end content management system so that they can be viewed on the apps without Internet or data connection, while also providing customer engagement analytics. In addition, Touchbase allows its clients to integrate their apps with services like Salesforce and Docusign.

UNIQUE SELLING POINTS AND DIFFERENTIATORS

- TouchBase makes inter-team collaboration of sales and marketing a seamless process.
- TouchBase makes field sales MORE efficient and responsive.
- TouchBase provides a real-time feedback loop from field sales to marketing using a smart analytics engine.

MEETING GOALS: Need to meet VPs of Marketing, CMOs, VPs of Sales, Director of Sales and Business Development to discuss their needs for field sales acceleration tools

KEY CONTACT: Santosh Khare, CEO • Cell: 1 425 492 6980 • santosh@touchbaseinc.com • www.touchbaseinc.com



WASHINGTON
INTERACTIVE
NETWORK

Application Development – Gaming • Mobile Entertainment • Education and Training • Mobile Gaming • Social Media/Networking

Washington Interactive Network's (WIN) mission is to promote, nurture, and grow the Interactive Media industry in Washington State. As a global leader for interactive media development and IP creation, Washington boasts over 330 companies and \$19 Billion in revenue. The Seattle region has the largest concentration of interactive media companies in the United States and is home to companies like Microsoft, Nintendo, Amazon, Valve, Bungie Studios, Big Fish Games, and more. As the hub of the local industry, WIN fosters the community and our businesses. For more information go to www.WashingtonInteractiveNetwork.org. WIN is a program of OneRedmond.

UNIQUE SELLING POINTS AND DIFFERENTIATORS: Washington Interactive Network (WIN) is the only organization of its kind in the United States. As the hub for the Washington State Interactive Media industry, WIN helps to accelerate our local businesses by connecting them with potential partners, funders and publishers.

MEETING GOALS: Looking for organizations that want to connect with our local industry. Publishers, partners, funders who are looking for unique content or devices, can work with WIN to connect to the 330 companies we have in Washington State.

KEY CONTACT: Kristina Hudson, Executive Director • Cell: 1 206.914.9056 • kristina@washingtoninteractivenetwork.org
Office: 1 425.885.4014 • <http://washingtoninteractivenetwork.org/>



Department of Commerce

Innovation is in our nature.

The agency was formed to grow and improve jobs in Washington State.

We can help your business in several ways including:

- Education and Workforce Training - Improve your workers' performance through one of the state's training programs
- Efficient and Effective Regulation - Reduce time and costs of meeting regulatory requirements by connecting with the Governor's Office of Regulatory Assistance
- Infrastructure Investment - This program enables local governments to support businesses by financing infrastructure that supports economic development and business opportunities
- Export Financing Assistance
- Overseas Trade Delegations
- Foreign Direct Investment Assistance

The agency manages more than 100 programs that are designed to promote and enhance sustainable communities and economic vitality. Key customers include businesses, local governments and community-based organizations. The Department of Commerce works closely with local, state, regional and federal partners and stakeholders to bring economic prosperity to the State of Washington and its citizens.

For more information on the Washington State Department of Commerce, visit www.commerce.wa.gov