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## **Mike Henry Judges 2011 Mobile Excellence Awards, Finalists Announced**

Denver - Mike Henry, CEO of Paragon Media Strategies, was recently selected to be a judge for The 2011 Mobile Excellence Awards, presented by Verizon Developer Community. "As a judge I was exposed to some of the best mobile apps in the world," said Henry. "These apps represent the best of the best."

### **The 2011 Mobile Excellence Awards**

Monday, December 5th, 2011

Host, Celebrity Comedian/Actor and SNL Veteran, Cheri Oteri

Sofitel Hotel in Los Angeles, CA

[www.mobilexawards.com](http://www.mobilexawards.com)

2011 Finalists include:

#### **Mobile Ambassador**

Scott Holmes, CEO, United Future

Francisco Varela, Head of Global partnerships, YouTube

#### **Best Original Content Made For Mobile**

Sony Pictures Entertainment for Crackle

NBC News Mobile

#### **Best Mobile Music**

Muzine

Zed USA, Tone Room Deluxe

#### **Best Mobile Games**

Telepictures Productions for Ellen's Know or Go

Rovio Mobile and Fox Digital Entertainment for Angry Birds

Border Stylo for Trivia Together

CBS Interactive for the Amazing Race

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**Best Mobile Product**

Mercedes-Benz Research & Development North America, Inc for AMG  
Performance Media  
Jabra FREEWAY  
Research in Motion for BlackBerry Playbook  
Wowee ONE Slim  
ZOMM Wireless Phone

**Best Mobile Application for Entertainment**

CBS Interactive [CBS.com](http://CBS.com) Mobile  
Devious Media & True Logic Software for Official Emmys iPhone App  
Big PlayAR, for 2011 NBA Finals with the Dallas Mavericks  
[NBC.com](http://NBC.com) for NBC iPad App

**Best Mobile Application for Utility or Business**

McAfee Mobile Security  
Vonage for Time to Call iPhone  
QuickOffice

**Best Mobile Application for New & Information**

Zinio  
Bloomberg Businessweek  
AgencyNet and Conde Nast for Allure  
WSI's Intellicast HD iPad Application  
USA Today's Windows Phone

**Best Mobile Technology Breakthrough**

Vantrix  
Phunware, Inc  
Qualcomm for Snapdragon MSM8960

**Best User Experience**

SPB Software for SPB Shell 3D  
Border Stylo for Retrollect for iPhone  
Akamai Technologies for Akamai HD for iPhone & iPad  
Zappos for Zappos Mobile

**Best Brand Marketing Campaign**

Extraordinary Events  
Vibes Media and AETN for Criss Angel Mindfreak  
BFG Communications for Buffalo Wild Wings  
AT&T and Samsung for Samsung Infuse 4G  
Turkcell "More Life" Projection Mapping

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### **Best Community/Fan Content**

July Systems for Cornetto Mobile Site  
Bravo Digital Media for Top Chef All-Starts Social TV  
Mobile Roadie for Katie Perry  
[NBC.com](http://NBC.com) for NBC iPad Application

### **Best International**

Genoa Networks IT-Beratungs BmbH for Blackbird  
Turkcell Mobile Enterprise  
Acision for Setar Postpaid Hybrid Service  
July Systems for Univision Marcador  
ESPN EMEA Limited ESPN Goals

### **Best Mobile Payment**

Turkcell Cept-Cuzdan  
Intuit GoPayment Free Reader  
MACH Direct Billing Gateway

### **Best Mobile Innovator**

Pinger  
Fiksu  
Acision Collect SMS and Prepaid SMS Reply  
Airpush  
Location Labs for no-texting

### **Best Content Extension Made for Mobile**

Weather Channel for "From the Edge with Peter Lik" iPad Companion  
National Geographic One to One Interactive Kids' Almanac 2012  
QR Code Campaign  
CBS Interactive for Star Trek PADD iPad App  
July Systems for PGA Tour

### **Best Delivery Platform**

QuickPlay Medias OpenVideo Platform fro AT&T U-verse Mobile  
MobiTV  
Akamai Technologies for Akamai HD for iPhone & iPad  
Shodogg by Touchstream Technologies

### **Best Entertainment Integration for Mobile**

Sprint for NASCAR Sprint Cup mobile  
TiVo for TiVo application for iPhone  
Mercedes Benz Research and Development North America for Concept A-Class Smartphone-based Infotainment Solution

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E! Live from the Red Carpet App  
Shodogg by Touchstream Technologies

The Mobile Excellence Awards are the most prestigious and influential awards program honoring excellence in mobile entertainment and technology and an event you don't want to miss. **For more information on MEA sponsorship opportunities or for general information please email [info@mobilexawards.com](mailto:info@mobilexawards.com) or call (310) 276-2220.**

#### **ABOUT MIKE HENRY**

Mike Henry is CEO of [Paragon Media Strategies](#) (programming research & consulting) and [Paragon Consulting Network](#) (multimedia consulting), a partner in [Media Mechanics](#) (multiplatform producers), and in 2009 he led the formation of [The Radio Workout Team](#) to address the dramatically changing needs of media lenders, brokers, receivers, trustees and owners. Mike, author of the New Radio Model to promote a multiplatform business model for radio, is a strategic advisor to many of the most successful radio stations, groups, and networks in the world. Mike has helped create over a dozen new radio formats over the past 30 years, including "Alternative," "Triple A," "Modern AC," "NPR News," Canada's only "All News" format and "Adult Hits."

#### **ABOUT PARAGON**

[Paragon Media Strategies](#) is a research and leading social media and digital media consultant serving major media companies and targeted new media initiatives. Paragon has helped clients grow market share for over two decades via customized product and marketing strategies.

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