

By: ~~Joseph 2008~~ Joseph 2008, Communications News Editor

## **Buongiorno and IMGA Bring the Best Mobile Games to Your Handset**

*The partnership will enable people to access any of the 25 nominated games*

Buongiorno, a well-known mobile entertainment company, will provide its unique content delivery platform to the International Mobile Gaming Awards (**IMGA**), the largest international competition for mobile games. The platform will allow people to use their mobile phones to select their favorite out of the 25 nominated games by using a web or wap site. They will also be able to receive the winning games on their phones at the same time as they are announced at the official **IMGA** ceremony which will be held in the Seminar Theatre at the Mobile World Congress, taking place in Barcelona from 11-14 February. "Buongiorno is thrilled to be working with the **IMGA** to support innovations in mobile gaming," affirms Fernando González Mesones, Head of Global Marketing, Product & Supply, Buongiorno. "Our end-to-end storefront solution is ready to support the future of the games industry for advanced interactions with multi-player communities, seamless and synchronized web and wap, compatibility with all types of handsets and, soon the iPhone." "In addition, we will be providing CRM functionalities; this will focus on age-rating of content in the IMGA's extensive catalogue comprising 1,500 titles from 45 publishers. With the three cornerstones of Buongiorno's Gaming solution - CRM, Content and Community - Buongiorno brings gaming entertainment to millions of consumers each month, and are always looking to improve their experience." The **IMGA**, founded in 2004, is a competition for unpublished games only and specifically focused on innovation and creativity. "We and our nominees are very excited by this new and powerful marketing opportunity and we hope this will boost the chances for the winning games to reach mass audiences worldwide, bringing consumers the innovative new games they are waiting for," commented Said Maarten Noyons CEO and Founder of the competition. Buongiorno will also be present for the duration of the congress for attendees to visit at its hospitality suite.