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[QuickPlay Media Wins Mobile Excellence Award](#)

Best mobile video solution for Rogers Vision

Even though the mobile TV and [video](#) solution company QuickPlay Media was already recognized as one of the major players in its area of expertise, now that it has won this pretty prestigious award, its solutions cannot be questioned anymore by anyone. In order to make sure of this, the company informed us of its "victory" in the "Best Mobile Video" category.

This achievement is related to the company's more than significant implication in the creation of Canada's first fully-integrated mobile video and radio service and in fitting it for the Rogers Vision service, which, besides being a real success in [Canada](#), as it would seem, has been very appreciated by critics and thus the final decision was fairly obvious.

Wayne Purboo, president and CEO, [QuickPlay Media](#), declared, regarding the - in his words - honorable award that the company received, "To be recognized by a panel of mobile industry experts is an honor for our team and a compliment to the success of the Rogers Vision service[...]As our recent quarterly consumption analysis showed, demand for mobile TV and video content is growing. A key catalyst for this growth is services such as Rogers Vision, which deliver an integrated media experience that makes it fast and easy for end customers to access relevant content."

For those of you not very familiar with the service in question, the main idea is that it enhances enormously the Internet browsing and multimedia capabilities Rogers Vision is offering mostly to [on-the-go](#) clients. Such capabilities were not available at the time the service was made available, in April 2007, on anything but PCs. Its release represented a great moment for users, since the experience such a service delivered was far superior to any other at the time.

The areas where QuickPlay Media worked most in were [Rogers Video on Demand](#) and Rogers' Radio on Demand, the two including streaming video and radio from the most popular and "en vogue" distributors of such forms of entertainment. Moreover, access was assured for many users since a phone had to include only the basic features in order to function on the Rogers Vision service.

Jari Tammisto, founder and chairman of [Mobile Monday Global](#), praised QuickPlay Media's efforts and crowned it. "The 2008 Mobile Excellence Awards award winners set themselves apart as true visionaries that are leading the mobile entertainment industry[...]We are proud to name QuickPlay Media as the winner in the "Best Mobile Video" category and to specifically recognize the innovative work that they have done for Rogers."