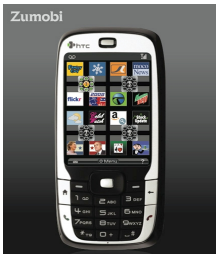


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By: Elena Balan, Communications News Editor



Zumobi, former ZenZui  
Zumobi

## [ZenZui Renamed Zumobi for December Beta](#)

### *New name, beta version*

The award-winning Zooming User Interface and mobile platform business, ZenZui will be called from now on Zumobi. The change looks to make the software even more appealing now that it prepares for going beta this December. Microsoft's ZenZui interface has been presented at this year's CTIA. Zumobi takes one step further and that should enhance accessing, retrieving and sharing Web-based content in a fresh and modern solution. The **platform** uses Tiles for easily "bouncing" the user in and out of snack-sized bits information, in a highly more dynamic way than ever before. Moreover, advertisers find in it a new way to reach their target through mobile phones, through the targeted entertainment that it offers. Zumobi also uses an advanced background data caching technology for reducing internet uploads and making web browsing faster and more enjoyable. This also makes it possible for the user to interact with information and entertainment even when the handset is out of the area where wireless services are not available. "Our new name is a reflection of our capabilities and is the result of what we've learned through over three years of research and development as well as our Alpha trials earlier this year. The Beta version of the product that we're now launching will offer consumers an exciting new set of mobile features and **functionality** that helps them stay on top of the things that are important to them personally and have fun doing it", said Eric Hertz, CEO of Zumobi. The company is prepping both BlackBerry and generic J2ME versions of its client for release in the second quarter of the next year. Zumobi Tiles can be easily sent to other people using this interface, making it possible for friends to quickly create, share and use Tiles targeted to their personal interests. Starting December 14, the newly renamed Zumobi will bring interactive solutions for Windows Mobile 5 and 6 based devices.