

# Chicago micro-tech firm wins big in Nokia's international competition

SAN JOSE, March 27 – Earthcomber, the “personal radar™” cell-phone software that lets people find their favorite things, found itself the favorite of judges in Nokia's prestigious Mobile Rules! 2008 competition announced at a Silicon Valley gala event.

As best “infotainment” application, Earthcomber was selected from among hundreds of companies world-wide seeking recognition for innovations in multimedia, games and enterprise, as well as mobile business plans.

“We're thrilled and honored,” said company founder Jim Brady. “We always have believed we have a unique vision and a great, fun service. It's the highest distinction when Nokia endorses what we're doing in this larger movement to put innovation to work and enhance the quality of daily life.”

Earthcomber's software – free to download or to use on mobile web – lets people find any assortment of things in their locale. Earthcomber detects a location through the phone's GPS, or if no GPS is available, through shortcuts that reduce key-pressing. Knowing where a person is and remembering what they like, Earthcomber uses a patented automatic, continuous search for anything that matches, from ATMs to zoos, handbags to hamburgers.

It also spots friends – “peeps” – who agree to show up on their buddies' screens. Unlike other friend finders, Earthcomber makes its free service accessible to people on any cellular or Internet provider, and includes safe-guards like blocking undesired contacts and switching to “invisible” mode.

Basic versions of Earthcomber work on any device with Internet access, Brady said, even regular computers. Earthcomber provides maps and directions – all secondary to the favorites spotting.

“The whole idea is that, we lead busy lives, and we sometimes blow right by the things we wish we had time to find,” Brady said. “This is about making it easy to make the most of any given moment.”

The special version entered in Nokia's “Mobile Rules!” competition extended the scan for interests in a person's surroundings to include video and audio from television shows whose subjects related to historical, cultural or culinary places nearby.

Earthcomber is especially popular on iPhones, Brady said. “I'm not just saying this, but the ultimate experience really is on a Nokia with GPS on. Then there's nowhere you feel like a stranger.”

Winners of the Mobile Rules! Competition will meet in Finland with Nokia specialists, who will help the chosen mobile applications advance in the market with business and funding introductions.

## HOW TO GET EARTHCOMBER:

PC, Mac and notebook users can access the service free at [www.earthcomber.com](http://www.earthcomber.com)

Earthcomber can be operated using a phone or PDA web browser at <http://mobile.earthcomber.com> .

The GPS-enabled software version is available for certain phones and Blackberry devices, automatically detected using the mobile browser to visit <http://mobile.earthcomber.com> .

Owners of most Nokia N-Series devices can get Earthcomber directly through the Download! channel.

###

contact: [press@earthcomber.com](mailto:press@earthcomber.com), or call 708 366-1600