

# Proxama wins award in start-up competition

Proxama, a developer of near field communications (NFC) applications for mobile phones, has been named as a winner in the Cambridge Wireless Discovering Start-Ups 2011 competition. The UK-wide awards recognise excellence in technological innovation from start-up companies.

Proxama earned its winner's status as a result of the work that it has carried out delivering innovative proximity marketing campaigns and developing mobile wallet and contactless payments systems for smart phones using NFC. This year, it has worked closely with handset giant Nokia to develop NFC applications for its new generation of smart phones and with MasterCard Worldwide to create an end-to-end mobile phone payment solution.

## Well-placed for further development

Neil Garner, CEO of Proxama, said: "I am delighted that the work we have been doing in developing NFC applications for the new wave of mobile phones has been recognised with this prestigious award. Next year is expected to be the breakthrough year for NFC-enabled handsets, with hundreds of models forecast to be launched in the first half of the year. The experience we have already gained from running NFC out-of-home marketing campaigns with clients such as Nokia and 20th Century Fox, means we are well placed to play a key role in the further development of mobile marketing and contactless payments."

As a result of winning this award, Proxama is now eligible to present its ideas and business vision for NFC mobile phones to leading wireless industry delegates from over 20 countries at the 2012 Future of Wireless International Conference in June.

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