

South Africa wins Meffy Award for GoMetro

At the annual Meffys, held in San Francisco last week, South Africa won an 'Innovation in a Growth Market Award' for 'GoMetro' for the GoMetro mobile website. The international awards for measuring success and rewarding innovation across the mobile ecosystem are run by MEF, the global community for mobile content and commerce.

Judged by an independent panel of 40 journalists, academics, analysts and VCs from around the world, this year's Meffys received a record 250 entries from over 30 countries, with the finalists and winners marking a year of mobile content and commerce, underscoring innovation and success across the ecosystem.



Diversity of the mobile landscape

Mobile Education, mHealth and Big Data - the new award categories for 2014 - illustrate the diversity of the mobile landscape as it continues to expand across new vertical sectors in both growth and established markets. Moreover, the winners are recognised for their role in establishing the primacy of mobile in playing a central role in consumers' everyday lives.

The Meffys, supported by Barclays, DocuSign, Mahindra Comviva, Mozilla and Terra Networks, is a core part of MEF Global Forum, the second annual conference that gathered 300+ global mobile leaders, emerging mobile stars and vertical market executives from some of the world's most influential companies to learn, network and meet potential partners from around the world.

Rimma Perelmuter, CEO at MEF said, "Every year the Meffys capture the dynamism of the mobile ecosystem, with the winners providing a unique window on how the industry is pivoting to provide an enhanced consumer experience and driving monetisation. The awards also demonstrate that mobile has the power to transform growth economies and drive social inclusion, whilst also enabling more traditional verticals, such as education, health and publishing, to innovate and disrupt traditional business models.

"This year, a record number of global entries - from Tanzania to the United Arab Emirates and Brazil to the Philippines - have established mobile as the ultimate platform to entertain, engage and enrich consumers around the world. Congratulations to all of the 2014 winners and thank you to all of the judges, sponsors and media partners."

Meffys 2014 winners

- Big Data Award - Alpine Data Labs for Alpine Chorus
- Consumer Trust Award - The Wireless Registry for Take Control of Your Wireless Identity
- Mobile Education Award - Wikimedia Foundation for Wikipedia Zero
- mHealth Award - Eko Devices for Eko Devices
- Life Tools Award - SwiftKey for SwiftKey Keyboard
- Mobile Money Award - Smart e-Money Incorporated for Mobile Cash Transfer Program
- Mobile Service Award - Mahindra Comviva for Econet Eco\$ave powered by Mahindra Comviva mobility Money
- Monetization & Engagement Award - Pollen for Pollen VC
- Social and Entertainment App Award - Bitstrips for Bitstrips
- Social Responsibility & Development Award - Wikimedia Foundation for Wikipedia Zero
- Innovative App Award - Blippar for Blippar
- Innovation in a Growth Market Award - GoMetro for GoMetro Mobile Website

- Innovation in Technology Award - Qualcomm Technologies for Qualcomm Vuforia Smart Terrain

For more information, go to www.mefmobile.org or www.meffys.com.

For more, visit: <https://www.bizcommunity.com>