

MEA Mobile Pushes For Pole Position in Global Apps Race

Macfarlane Engel & Associates Spins Off Mobile Startup

Auckland, New Zealand - Thursday 18th August, 2011

MEA Mobile, a mobile technologies developer, today announced a new global growth initiative in the mobile space. The company recently closed a capital round to expand its operations. Bruce Seymour, managing director of MEA Mobile, said the support would fuel the company's next phase of growth. "We're building a portfolio of exciting apps and technology frameworks." The company's model is centered around staged investment based on realised revenue with a focus on monetisation over volume.

"MEA Mobile developed from its seed stage as a startup of Macfarlane Engel & Associates, an innovation management company," he said. "Over the past year we've seen dramatic world wide growth in the mobile space. There's never been a technology with a faster adoption rate; it's historic."

In addition to its own growing portfolio of apps MEA Mobile provides third party app development and creative digital support on a contract basis. Developing for clients allows the company to leverage its growing code base and flex its creative skills.

"MEA Mobile has an outstanding team and a pipeline of technology which has the potential to play a significant role on the mobile stage," adds Mr Seymour.

The investment into MEA Mobile was made by K1W1, owned by Sir Stephen Tindall. K1W1 has a track record of providing support for emerging New Zealand-based companies with strong innovation and a technology base including Icebreaker and Lanzatech among others.

"We are genuinely humbled by gaining the support of one of New Zealand's most respected development organisations," Mr Seymour said. "This will enable us to focus on exciting new products and developing next generation mobile technologies. We are at the very beginning of our information age. Today's smartphones will be yesterday's telegraphs."

MEA Mobile represents K1W1's first step specifically into emerging mobile technologies. Macfarlane Engel & Associates, Principal, Rory MacGillycuddy said that new distribution models and emerging markets are creating opportunities on a global scale. "The astounding growth happening worldwide in the mobile space has created significant opportunities for New Zealand entrepreneurs which we are keen to encourage," he said.

The terms of the investment were undisclosed. For more information visit: <http://www.meamobile.com>

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About MEA Mobile:

MEA Mobile innovates on the Apple iOS and Google Android mobile platforms. The company's breakthrough products include: **iSupr8**, a professional grade **Super 8 mm video filter app** for the iPhone and iPad2; **iGloLEDset**, **WiFi controllable LED lights** available for Apple iOS and Google Android. MEA Mobile is actively expanding with offices in Auckland and Hamilton, New Zealand and New Haven, Connecticut.

About K1W1

K1W1 is an investment company owned by Sir Stephen Tindall. K1W1 Ltd has invested over \$100M into a large number of start up and early stage businesses including Biotech, environmental technology, high tech, software and other high export potential businesses. The aim is, either directly or, as a fund of funds, to assist entrepreneurs to grow New Zealand as a leader in the knowledge economy and to help create a culture of making New Zealand cash flow positive in international goods and services trade.