

# Press Release



June 9, 2010

## Adva Mobile Presents Mobile Marketing Solutions at Boston Technology and Innovation Events

### **Leading Mobile Marketing Service for Music Artists firm is a Key Contributor to Boston/s Thriving Innovation Industry**

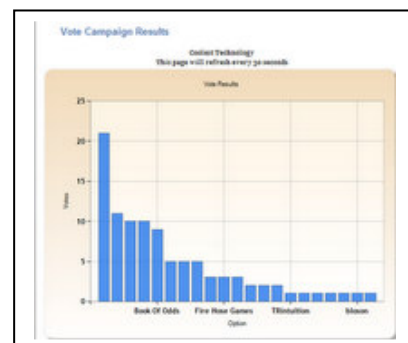
Wayland, MA June 8, 2010 **Adva Mobile Corporation**, a pioneer of mobile fan clubs for music artists, presented its company and mobile solutions at three Boston area technology conferences in May and June of this year. The Boston Area has a strong Innovation Economy and three events during the past month featured Adva Mobile demonstrating mobile applications and powering these events with thought leading technology.

#### The MIT Enterprise Forum *In-NOW-vation* Conference

On Thursday, April 29, the MIT Enterprise Forum of Cambridge and the MIT Enterprise Forum Global Office and its 26 worldwide chapters hosted an event designed to bring together industry leaders, sponsors and members to showcase and celebrate innovative technology in the areas of digital media, energy, games and interactive entertainment, life sciences, auto ID and sensing solutions, and software.

The cocktail party and demonstrations showed off more than 30 of the hottest new technology companies, including Adva Mobile. Guests were encouraged to vote on which they liked best, using mobile voting and Text To Screen technology from Adva Mobile.

More than half the attendees voted from their phones for categories including best in show, company most likely to be a household name in five years, coolest technology, and the company you most wanted to have a beer with! Attendees could check the progress of voting on Text To Screen results provided by Adva Mobile posted around the demonstration hall.



#### Boston Music 2.0 Conference

Boston and New England has an impressive number of companies creating tools and technologies to help promote and fund music projects, and the region also has a vibrant and diverse music community. On Tuesday May 18 **Music 2.0: Tools + Tech for**

Adva Mobile Corporation

Box 5095

Wayland MA 01778

508-740-3359

[www.advamobile.com](http://www.advamobile.com)

**Musicians, Marketers, + Managers** was held at the Microsoft N.E.R.D. to connect the two for the benefit of both.

More than 20 companies delivered 10 minute presentations and Q&A including Adva Mobile, the only company presenting mobile marketing services for music Artists.

#### Mobile Monday at the MIT Museum

**Mobile Monday** (MoMo) is a global community of mobile industry visionaries, developers and influential individuals fostering cooperation and industry development. MoMo chapters are active in over 60 cities worldwide, and the Boston chapter is one of the areas most established technology networking organizations. The June meeting was held at the MIT Museum and over 30 area companies demonstrated their products and solutions at booths throughout the Museum. Adva Mobile demonstrated mobile marketing for music Artists including mobile web apps and the management portal for mobile campaign management.

Jack Kelly, Adva Mobile CEO said, "The Boston Innovation Economy is among the most vibrant in the country and we're proud to be a leading contributor to that legacy. It's an advantage for us to be in Boston, feeding off and contributing to the ideas and innovation in technology, mobile, and music."

#### Adva Mobile Resource Center:

Web: [www.advamobile.com](http://www.advamobile.com)

MySpace: [www.myspace.com/advam](http://www.myspace.com/advam)

Facebook: <http://www.facebook.com/pages/Wayland-MA/Adva-Mobile/140513737394>

YouTube: <http://www.youtube.com/user/advamobile>

Twitter: <http://twitter.com/advamobile>

Blog: <http://advamobile.wordpress.com>

About Adva Mobile: Adva Mobile provides a software service that enables music artists and advertisers to create closer relations with their audience through mobile fan clubs. The experience includes mobile messaging, mobile presence (mobile internet pages), mobile social sharing features, mobile commerce, and mobile content fulfillment. The service is free to the fan, and generates revenue to the band.

Adva Mobile was founded by Jack Kelly and Amir Rozenberg in March 2008 and is privately funded. For more information contact Jack Kelly, CEO, [jackk@advamobile.com](mailto:jackk@advamobile.com) or 508-740-3359.