



PRESS RELEASE

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AFP-INFOPLUM WINS MOBILE AWARD AT THE ASIAN PUBLISHING CONFERENCE

GAMES EXPLORER, AN IPHONE APP ON THE LONDON OLYMPICS, WON A SILVER AWARD FOR MOBILE APPLICATION OF THE YEAR AT THE ASIAN DIGITAL MEDIA AWARDS 2012 ORGANISED BY WAN-IFRA IN KUALA LUMPUR ON WEDNESDAY.

AFP, the global press agency, and infoplum, an Australian company providing multimedia solutions for sports, collaborated to produce the app presenting live results, news, pictures and other information on the games.

“The app featured content filed by the 180 sportswriters, photographers and others that we sent to London to cover the Olympics. We offered comprehensive coverage of the games and combined this with infoplum’s technical expertise to build the app,” AFP Regional Director for the Asia-Pacific, Gilles Campion, said, adding: “we are proud of the recognition this award brings.”

The Managing Director of infoplum, Arun Khanna, said his company used cutting edge technologies to integrate live scores and results, historical stats and trivia from their Sportsflash database with live news, star bios, venue details, Olympics history and images from AFP.

“The result was an engaging and informative application that was immensely popular world-wide and among the top selling Olympic apps in a number of countries,” Khanna said.

The app was fully connected with social media networks and brought valuable feedback from users, he added.

AFP’s Deputy Sales and Marketing Director for the Asia-Pacific, Nicolas Giraudon, said that AFP’s multimedia live reports were incorporated with infoplum’s special features including medal predictors.

“The result was an altogether holistic experience. We are now licensing multi-sports applications based on this winning combination to clients across Asia-Pacific and Africa,” he said.

AFP and infoplum offer a range of applications to publishers and brands for all platforms covering more than 150 sports competitions worldwide.

About AFP

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from wars and conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

About infoplum

infoplum is a mobile led information technology company focussed on developing and delivering innovative applications with engaging content. The core elements of its business are Data Capture, Analysis and Distribution. infoplum currently services the sports media market through Sportsflash®, its leading sports brand. For more information about infoplum, visit <http://infoplum.com/>. Sportsflash® is a registered trademark of infoplum and is a leading sports brand in Australia and other countries.

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