

Cooliris Wins Telecom Council of Silicon Valley 2010 SPIFFY Award

Prestigious “Ground Breaker Award for Engineering Excellence” presented to Cooliris

PALO ALTO, CA – February 26, 2010

News Facts

Cooliris, innovator of the fastest and most stunning way to engage with media on desktops or devices, today announced it has been awarded the “Ground Breaker Award for Engineering Excellence” for the 2010 SPIFFY Awards presented by the Telecom Council of Silicon Valley.

The SPIFFY Awards recognize the most outstanding telecommunications start-ups in Silicon Valley, as judged by the members of the Service Provider Forum (SPIF) of the Telecom Council of Silicon Valley. In 2009, the SPIF and the Telecom Council reviewed over 100 young telecom companies.

At the third annual SPIFFY Awards on February 25 in Palo Alto, the Telecom Council and SPIF announced the outstanding companies from the presenting alumni, and honored their innovation and execution. Over 20 global carriers judged every startup that presented to the Telecom Council in 2009, across 8 award categories.

According to the Telecom Council of Silicon Valley, the “‘Ground Breaker Award for Engineering Excellence’ is offered to the company that has produced the most impressive technological advancements. These are the firms who have invested in R&D, and have turned the gears of progress through sweat, tenacity, and a Costco account for Jolt and Mountain Dew.”

The Telecom Council of Silicon Valley connects companies and individuals involved in the region's Communications Technology industry with one another for business development, collaboration, and education. Using their network, tools, framework, and meetings to bring together the local telecom industry's critical mass of businesses, research, ideas, capital, and human expertise – the Council is a hub for telecom professionals.

Supporting Quotes

“We are thrilled to receive our first SPIFFY Award from the Telecom Council of Silicon Valley,” said Soujanya Bhumkar, CEO, Cooliris. “Cooliris is committed to providing the best media experiences for the web and across devices. We are honored to have this recognition and to compete with such a stellar group of companies who are also working intensely to advance better communications.”

“The Service Provider Forum of the Telecom Council in Silicon Valley applauds all of the 2010 SPIFFY Award winners for their amazing contributions to the future of telecom,” said Liz Kerton, President of the Telecom Council of Silicon Valley. “The third annual SPIFFY Awards began last year with a review of more than 100 start-ups, and the

competition and technology were some of the best we've seen. As the winner of the 'Ground Breaker Award for Engineering' category, Cooliris has made a huge impression and impact on the telecom industry with this win."

Supporting Resources

- [Cooliris](#)
- [Cooliris Blog](#)
- [SPIFFY Winners Announcement](#)
- [Telecom Council of Silicon Valley](#)

About Cooliris

[Cooliris](#) was founded in January 2006 with a simple mantra: "Think beyond the browser". We focus on creating products that make discovering and enjoying the Web more exciting, efficient, and personal. Each of us is passionate about serving our users without compromise and seeing that our products deliver the best experience possible. Headquartered in Palo Alto, CA, Cooliris is backed by Kleiner Perkins Caufield & Byers, DAG Ventures, the Westly Group, and T-Ventures. For more information, please visit <http://www.cooliris.com/company/>.

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