iTouch named best UK-listed wireless applications developer

iTouch, the London-listed provider of mobile services, has been rated as the best UK provider of wireless applications in a recent industry review undertaken by, Mobile Metrix, an independent research and consulting company. iTouch was rated as one of only two leading providers with a UK headquarters, and the highest of any UK provider in the industry review of 125 mobile applications and content providers across 24 countries.The review, entitled The saviour of 3G: the leading 100 mobile application and content providers - strategies for success is the first report ever published that includes an analysis of the wireless industry with such a wide range of the mobile application and content providers.Commenting on the accolade, Clifford Rosenberg, managing director for iTouch Australia, said: "iTouch is well placed in the global and local mobile communications market to sustain this momentum on the basis of established business relationships and new product developments. With more than 18 contracts with Mobile Network Operators worldwide, this industry-recognised achievement is especially indicative of the progress iTouch has made with its key channel partners."The author of the report and CEO of Mobile Metrix Dr Edward Nugent said: "It is good to see some leading companies in this industry coming through, especially the fact that it is not just Nordic companies dominating the wireless sector. iTouch has been rated highly on many aspects of their business in accordance to the Mobile Metrix evaluation system for mobile application and content companies. Of particular importance for iTouch are its strong media and network operator relationships, its focused strategy and strong fiscal position and management. iTouch has set itself as a benchmark for other wireless applications providers."The report warns that operators must change their business models if the mobile Internet is to flourish outside Japan. The traditional operator portal model will simply not be competitive in the long term as it inhibits the variety and quality of services available to the consumer argues Nugent. The report also underlines that all mobile operators are in danger of missing business opportunities if they do not know enough about the wave of new application developers and implementing positive business models, or if they fail to fully understand consumers motivation for using new services.-- Ends --For further information please contact Jennie Watson or Graham White at Howorth Communications on 02 9904 4533 or email at pr@howorth.com.au <mailto:pr@howorth.com.au>About iTouch Australia iTouch provides wireless data content for consumers, corporates and mobile networks, with delivery of services via IVR, SMS, WAP and wireless data technologies. For further information, please visit: www.itouch.com.au <http://www.itouch.com.au>About Mobile MetrixMobile Metrix is a research and consulting company focusing on the mobile telephony industry. Mobile Metrix works primarily with Network Operator, MVNO and the mobile Internet industry and related issues. The primary focus is on consumer research and business consulting with particular reference to the mobile Internet.www.mobile-metrix.com <http://www.mobile-metrix.com>