

Tapit wins Global Top 100 Red Herring Award

Following on from it's Red Herring Asia Top 100 win in October this year, Near Field Communication (NFC) company Tapit was last night awarded the Top 100 Global Award by Red Herring in Los Angeles.

Tapit simplifies the process of getting content to mobile phones. They have been extremely successful in getting traction from the market in a very short time. Basically, people can just tap physical objects with their mobile phones and instantly receive content.

The Red Herring 100 Global awards is a prestigious list honouring the year's most promising private technology companies from across Europe, Asia and North America. The Red Herring Global editorial team selected the most innovative companies from hundreds of candidates, with the nominees being evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

Andrew Davis, Agency Director and Co-Founder of Tapit accepted the award and noted "It was interesting to see who we were up against. Tapit was definitely one of the newest companies at the awards so it was exciting that our innovation is already being recognised".

Tapit's Red Herring award comes days after RIM announced it's partnership with Tapit to educate people about the NFC capabilities of their new Blackberry Bold 9900 and BlackBerry Curve 9360.

Jamie Conyngham, CEO and Co-Founder of Tapit added "this is a great end to 2011 for us, the global recognition coincides with our international expansion, you can expect to see Tapit campaigns in more countries next year".

Tapit www.tapit.com.au [1]

Posted by Janine E. Mooney, Editor

December 9, 2011

Source URL (retrieved on 03/06/2015 - 8:40pm):

Tapit wins Global Top 100 Red Herring Award

Published on Wireless Design & Development (<http://www.wirelessdesignmag.com>)

<http://www.wirelessdesignmag.com/news/2011/12/tapit-wins-global-top-100-red-herring-award>

Links:

[1] <http://www.tapit.com.au>