



Winner of Internet Innovator Award 2006 Announced

London, UK – 11 May 2006 Internet World (www.internetworld.co.uk), the UK's largest B2B internet event held on 9-11 May 2006 at Earls Court, London today announced lokio (www.iokio.com) as the winner of its 'Internet Innovator Award 2006'.

This award was open to any company with a business model that makes innovative use of the opportunities presented by the Internet. Four companies were asked to present in the final on day three of the Internet World show. The ultimate winner was chosen by a judging panel made up of senior online experts from the industry's trade bodies

lokio was chosen as its product, FeatureFinder, was understood to be not only highly innovative but of significant potential benefit to organisations conducting business on the internet. FeatureFinder embeds rich and interactive data-driven Flash files into web pages to bring them to life. FeatureFinder is easily integrated into e-commerce systems. Online consumers are able to quickly and intuitively filter product information to find exactly the product that meets their needs.

Troy Norcross of the Mobile Marketing Association, one of the judges, commented, "lokio's FeatureFinder provides e-Commerce vendors with a powerful tool to help consumers make better choices and easily navigate to the product that they want. The result is an improved Internet experience for the consumer and improved sales for the e-Commerce vendor – a great combination."

On winning the award, Edward Forbes, managing director of lokio, commented, "We are excited that the value of our work has been noted by the industry. FeatureFinder will revolutionise the way that consumers shop online by enabling them to quickly find products that exactly match their needs. Winning the Internet Innovator award provides support for the development of our business."

James Drake-Brockman, event director, Internet World said: "Internet World is all about innovation and new ways of doing business online. The Internet Innovator of the Year award reflects that focus. We set out to reward companies who have exciting technology that should have a major impact on the way we do business in the future. This award provides lokio and all the finalists with deserved recognition for their achievements."

Company Profile: lokio -MD: Edward Forbes - Website: www.iokio.com

Description: We are all familiar with media players and audio players. Now with lokio you can have a 'data players'. FeatureFinder from lokio turns humble spreadsheet data into animated visualisations that depict complex information dynamically, powerfully and meaningfully to non-IT users. FeatureFinder enables non-programmers to add interactive, stand-alone Flash™ DataPlayers to documents and Internet sites. DataPlayers are an innovative combination of visualisations (image mosaics, charts and maps) with data filters. Providing improved usability and instant feedback on user choices, DataPlayers are ideal for online product selectors and interactive information displays.