

Media Release

September 18, 2011

viaPlace Nominated for Greater Baltimore Technology Council's "Hottest Tech in Town"

viaPlace LLC, an Affiliate Product Company of Mindgrub Technologies, has been selected as one of ten nominees for GBTC's "The Hottest Tech in Town."

This summer, the Greater Baltimore Technology Council (GBTC) put out a call for companies with innovative and creative technology. viaPlace LLC, an affiliate product company of Mindgrub Technologies, was selected as one of ten nominees for the top honor, "The Hottest Tech in Town."

viaPlace is a framework enabling digital information to get to mobile devices. It functions as a portal for augmented reality, location-based services, and mobile social gaming. viaPlace can provide custom mapping for hyperlocal locations, with multimedia overlays. viaPlace is the creator of and platform for TAG: The Mobile Assassination Game, which puts players in the crosshairs of social-gaming, location-based services, and old-fashioned competition.

Voting for the Hottest Tech begins this week at GBTC's website and continues through October 13. The Hottest Tech will be announced at GBTC's TechNite event on October 13, 2011.

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About viaPlace, LLC

viaPlace emerged from an idea in 2004 to fuse together emerging technologies such as mobile phones, GPS devices and the internet and provide the end-user with dynamic experiences and information based on their exact location. viaPlace is a White Label Software as a Service (SAAS) framework that allows customers to deliver customized and branded mobile experiences to their customers.

About Mindgrub Technologies, LLC

Mindgrub specializes in the strategic development of technology and services to meet the evolving marketing and information delivery means of Fortune 500, Government and Education institutions. We create applications for the web, social media, and mobile technology. We utilize Flash, Drupal, and other software platforms to develop social media tools and campaigns. We have unique frameworks for the iPhone, Android and Blackberry mobile operating systems. Mindgrub knows, and is a leader in, how to keep users of new technology engaged and accessing information in creative and innovative ways.



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