

## **GOTAPP Selected for Prestigious Showcase at Innovate!Europe 2005**

### ***Among Leading Innovators to Present June 13-15 at Summit in Zaragoza, Spain***

**Chatou (France), June 3, 2005** – Guidewire Group, producers of the Innovate! Conference series, announced today that it has selected **GOTAPP** to participate in its exclusive Innovate!Showcase at Innovate!Europe 2005, premiering June 13-15 in Zaragoza, Spain. GOTAPP is among a select number of cutting-edge European companies chosen by Guidewire Group from a pool of hundreds of applicants.

GOTAPP's unique product offering **TAPP - The Transactional Access Point Protocol** - and forward-thinking management and developers team set it apart from other companies under consideration. Amidst a fractured technology landscape in Europe, GOTAPP has propelled itself to the head of the pack by promoting a cross-border ecosystem, taking daring business risks and embracing technology as a competitive lever.

### **TAPP –powers the Transactional Internet**

GOTAPP introduces **TAPP** a world changing integrated services web delivery technology that transforms the way we use the Internet . **TAPP** makes the Web as simple, ubiquitous and secure to use as all other utility networks (like the Telephone or the banking system ) we use daily without even paying any attention to it.

**TAPP** powered Transactional Internet Services are swiftly delivered to the user on any connected device regardless of Hardware, Software or skill to compute.

Forget about cumbersome Personal Computer experience , stop searching for your stuff clogged in files and disks,

Provided with **TAPP** based services, each user, no matter if novice or skilled, or even if he owns a PC or not, is empowered with his Personal Network Anytime, Anywhere.

### **GOTAPP's mission: Sustainable yet profitable innovative Solutions**

GOTAPP partnering with Solaris Media Group is launching in Cambodia the first 100% Virtual Banking System . Based on a TAPP engine and supported by Solaris radio and TV broadcasted programs, the Virtual Bank reduces the digital divide by resolving both the human adoptance issues and cutting all infrastructure cost.

“We are honored to be recognized as a Showcase Innovator. It is a distinction we've worked hard for and are proud of, and we look forward to sharing the fruits of our labor with participants at Innovate!Europe,” said GOTAPP's founder and Managing Director **Jean Marc Levy Dreyfus** will give the Innovate! audience an informative peek into the possibilities of a technological landscape shaped by a vibrant European ecosystem.”

GOTAPP Executives and Partners will be among the hundreds of senior technology leaders, entrepreneurs, investors and government officials that will gather at Innovate!Europe in Zaragoza to address the need for a unified pan-European technology innovation ecosystem that will transform entrepreneurship in Europe. The result of this ground-breaking symposium will be a white paper titled “***Innovate!Europe Agenda for the New European Technology Innovation Ecosystem***,” which will be delivered to business leaders, policy makers and press throughout Europe.

“Our purpose in launching Innovate!Europe is to celebrate European innovation and to accelerate creation of the next wave of great European tech companies, like SAP and Business Objects. There are many talented innovators in Europe, as evidenced by the companies we have chosen for the Innovate!Showcase,” said Chris Shipley, Guidewire Group co-founder and executive producer of Innovate!Europe. “The challenge that we hope to address through Innovate!Europe is how to transform this raw talent into commercial success.”

As the respected host of the DEMO conferences in the United States, Guidewire Group's lead analyst Chris Shipley has helped nearly 1,000 companies break into emerging markets. Indeed, for GOTAPP to be chosen by Chris as a leading-edge product is a mark of credibility and excellence that has propelled hundreds of entrepreneurial companies to success.

Chris and her team of analysts spent hundreds of hours personally screening European technology companies to identify the leading innovators chosen to participate in Innovate!Europe 2005. Companies were evaluated on several criteria, including a unique approach to the target market, importance of the problem addressed, size of the market opportunity and capability to move the product to the global stage.

Additional details on Innovate!Europe 2005 and the Innovate!Showcase program can be found online at <http://www.innovate-events.com>.

#### About GOTAPP

**GOTAPP** is a software licensing company, partnering with ITC industry leaders, legal institutions and non gov. organisations, that is the trusted supplier of the first integrated web services infrastructure package - **TAPP** - that finally transforms the Internet into a **Global Transactional Platform** regardless of terminal's software or computing capacity.

Now, provided with **TAPP** based services, delivered on any digital devices in adapted portal, **each user**, no matter if novice or skilled, or even if he owns a PC or not, **is empowered with his Personal Network Anytime, Anywhere**. Visit <http://gotapp.com> and read our blog here <http://213.182.37.136/blojsom/blog/GOTAPP/>

#### About Guidewire Group

Guidewire Group focuses obsessively on market-making ideas and technology products, bringing the right people together at the right time with the right information to accelerate market development and business opportunity. As a global media company creating events and online media, Guidewire Group helps entrepreneurs—and those who support them—navigate the challenging terrain that leads from innovation to market value. Guidewire Group has offices in California and the United Kingdom. For more information, visit <http://www.guidewiregroup.com>.

#### About Innovate!Europe 2005

Innovate!Europe 2005 marks a turning point in Europe's Technology Innovation Ecosystem. Debuting June 13-15 in Zaragoza, Spain, Innovate!Europe is the only executive-level summit designed to engage and activate the European technology ecosystem, and to honor some of Europe's most significant new innovations. Europe's leading investors, executives, entrepreneurs, media, public administrators, and service providers will actively engage with one another through thoughtful discussion, insightful analyses and compelling company presentations. The result of this ground-breaking symposium will be a white paper titled "**Innovate!Europe Agenda for the New European Technology Innovation Ecosystem**," which will be delivered to business leaders, policy makers and press throughout Europe. Innovate!Europe's sponsors and media partners include the City of Zaragoza, the Zaragoza City of Knowledge Foundation, Informatica El Corte Ingles, Microsoft, Porter Novelli, Forsyth Group, iUpload, Six Apart, CNET Networks VNU, DEMO, EBAN, Industry Standard, Mar-Tech & Finance, Multimedia I.T., PIIT, Serbian Chamber of Commerce and Technology Review Germany. For more information, visit <http://www.innovate-events.com>

#### **Contact information**

**Pierre Zimmer**  
+33 (0) 6 6084 1860  
[zimmer752@alicemail.fr](mailto:zimmer752@alicemail.fr)

**Jean Marc Levy Dreyfus**  
+33 (0) 616396298  
[jmlevy@gotapp.com](mailto:jmlevy@gotapp.com)