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CELLOGIC LAUNCHES FLYSCREEN AT TECHCRUNCH50
Vardi backed startup launches at prestigious Silicon Valley conference

Cellogic, an Israel and US based mobile startup, is launching its flagship product, FlyScreen, at this year's TechCrunch50 conference in San Francisco. Flyscreen is a dynamic mobile platform that provides always-on access and streaming content to the mobile phone's sleep screen for the billion dollar mobile internet market. FlyScreen's presence on this unique phone real estate gives users zero click access to the content they use most. FlyScreen eliminates unnecessary clicking and navigating, is extremely customizable and can support a broad range of web services.

"We are very excited to have the opportunity to show FlyScreen off for the first time at the TC50." said Itamar Weisbrod, co-founder and CEO. "FlyScreen is all about changing the way people access web content on their phones, and helping them get to it faster than any other mobile service."

Cellogic was founded in 2007 by mobile entrepreneur Itamar Weisbrod and Avi Elias with Justin Oberman (mopocket.com) subsequently joining the core team. FlyScreen's development staff consists of top Israeli Symbian engineers Kibi Hoffman and David Jacobson (formerly of Vringo and Degel Software). Currently available exclusively on Symbian devices (with more handset compatibility coming shortly), FlyScreen is launching in private alpha today at the TechCrunch50. "The response to the product has been amazing so far," Weisbrod points out, "and we have no doubt that many more users will love the convenience FlyScreen brings."

Accounts are available by invitation only. Invitation requests can be made on FlyScreen's website at <http://www.myflyscreen.com>.

For more information, please contact pr@cellogic.com

About Cellogic

Cellogic is a mobile startup based in Israel founded by mobile entrepreneur Itamar Weisbrod and Avi Elias. FlyScreen, Cellogic's flagship product, launched in private alpha on September 8, 2008 at the TechCrunch50 in San Francisco. Accounts are currently available by invitation and requests can be made at <http://www.myflyscreen.com>. Funded by Yossi Vardi and other private angels, Cellogic was founded in 2007 and has since grown into a 6 member team, including former Symbian engineers, and well known-mobile bloggers.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.