



## **Innoviti wins 2006 Red Herring 100 Asia Award**

**Bangalore, Aug, 2006:** Innoviti Embedded Solutions, a leading consumer wireless products company, today announced that it has won the 2006 Red Herring 100 Asia Award. The Red Herring award is awarded every year to 100 companies each in North America, Europe and Asia for companies identified as exceptional start-ups, based on their business models, analysis of their profitability forecasts, their management teams and technology strengths.

“Innoviti is excited to be receiving this award. Wireless is a challenging market place and Innoviti has been able to find its unique position in this market through innovative products matched with innovative marketing.” - said Rajeev Agrawal, CEO, Innoviti.

### **About Innoviti**

Innoviti Embedded Solutions is a leading consumer wireless products company. It aims to deliver innovative communication solutions that truly simplify communications. Innoviti has today two product lines, vaayu™ and payzee™, marketed worldwide. The company has 3 design registrations awarded to it and 5 patents pending.

Innoviti™, vaayu™ and payzee™ are trademarks pending of Innoviti Embedded Solutions.