



## **About aka-aki**

aka-aki was created as the Diploma project of the company founders at the University the Arts in Berlin with the goal to bring the features of social networking from the internet out to the streets. Since the start of the service in April 2008, the Mobile Community offers three main functions. On the cell phone, aka-aki shows profile information on other members in the vicinity. Furthermore, encounters are automatically recorded so that the members can make contact with each other in hindsight as well if their paths have crossed by chance or unnoticed. Thanks to free messages and micro blogging, aka-aki furthermore allows you to remain in contact with your friends also while underway. On the website <http://www.aka-aki.com>, a short film will show how aka-aki works.

## **About the Webby Awards**

Hailed as the "Internet's highest honor" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, interactive advertising, online film and video, and mobile web sites. Established in 1996, the 13th Annual Webby Awards received over 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Microsoft Silverlight; The Creative Group; .ORG; Getty Images; The Barbarian Group; Digital Kitchen; Wired; IDG; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image.

## **More information and artwork can be obtained at:**

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