



## **HyperIn is a Finalist for the 2012 Red Herring 100 Global Award**

CANNES, FRANCE – 14.11.2012 – **HyperIn Inc.** announced that it has been selected as a candidate for Red Herring's 2012 Top 100 Global award with its leading retail real estate platform, a prestigious recognition honoring the year's most audacious and far reaching private technology companies and entrepreneurs from across the globe.

The Red Herring editorial team selected the companies demonstrating the most innovative technologies and business models originating from over 1000 companies from over 40 nations. These companies, representing past Red Herring Asia, Europe and North America awards, are judged on a range of qualitative and quantitative metrics, including but not limited to, technology innovation, financial performance, growth criterion, management's execution standards, potential globalization of the strategy and market share improvement.

"Technology companies are becoming the bright spot in the economic outlook based on their increasing role within macro-economic environments," stated **Alex Vieux**, Chairman of Red Herring. "2012 has confirmed the sector's vibrant activity and its resilience to widespread economic problems. An unprecedented number of entrepreneurs are attempting to jump ahead of the competition and aspire to make a difference. Breakthroughs obsolete each other faster than ever before. **HyperIn** has performed exceptionally in its field and strongly deserves to be singled out as one of the Red Herring Global Finalists."

"Recognition of being amongst the emerging TOP 100 technology companies in the world proves how far we can go to help our customers to manage and monetize their malls more efficiently." says Markus Porvari, President and CEO of HyperIn Inc. "It is delightful to celebrate this achievement today in the MAPIC 2012 event with many of the leading retail real estate owners and management companies that currently use our service."

hyper[in] - MANAGE. MONETIZE. CONNECT.

HyperIn brings a game-changing solution for people who MANAGE shopping malls. We provide all the tools for multi-channel communication, collaboration and integration between retail real estate, tenants and service providers. You can MONETIZE spaces to outside advertisers and marketers. You have always up-to-date information that you can use to CONNECT to consumers and understand them.

For further information, please visit [www.hyperin.com](http://www.hyperin.com).