

FOR IMMEDIATE RELEASE

SEMPHONIC ANNOUNCES FEBRUARY SEMINAR SERIES ON MOBILE *Former Nokia Head of Analysis to Share Mobile Strategies*

SAN FRANCISCO – January 28, 2010 -- [Semphonic](#), the world's largest independent [Web analytics](#) consultancy, announced today that Vice President of Mobile Strategy and Measurement Greg Dowling will be conducting a seminar series in New York, San Francisco and Washington, DC this February.

Dowling, a pioneer in the mobile metrics field, will discuss measurement strategies and the difficulties surrounding the emerging paradigm. "The mobile web is growing at an exponential rate," said Dowling. "The challenge of keeping up with this tremendous wave will require new strategies and new metrics."

"Greg was the leader of Nokia's mobile tracking initiative," said Semphonic President Gary Angel. "His hands-on expertise is rare in a discipline as fresh and uncharted as mobile is."

Dowling will address a variety of mobile measurement issues at the event. "Handling multiple channels of data that include mobile and mobile applications is a concern for companies of all sizes. We'll take an in-depth look at the strategies and solutions that can resolve these problems."

The event will also focus on mobile and fixed web integration, as well as an exploration into the dizzying world of carrier and phone restrictions and limitations.

This seminar series kicks off February 16th at The City Club in San Francisco. Washington, DC plays host to the second event February 23rd at The United States Holocaust Memorial Museum. Dowling will wrap up the tour with a presentation February 25th at the W New York – The Court. For registration information please visit Semphonic's website at semphonic.com.

About Semphonic

Semphonic is the world's largest independent [Web analytics](#) consultancy, with headquarters in San Francisco and offices in Boston, New York, Washington, DC and Portland, OR. Founded in 1997, the company has helped leading corporations, government agencies and non-profits achieve measurable improvement in the performance of their web channel. Clients include American Express, Charles Schwab, National Cancer Institute, Nokia, Genentech and Intuit.

Contact

Wesley Yee

Semphonic

415-637-3973

wjee@semphonic.com