

# Rocket Science PR – Mobile Technology Practice Group

Rocket Science specializes in PR for international high-tech companies—and has a proven track record for producing results among blogger networks and the horizontal IT press, mobile/wireless, and logistics vertical press.

Our experience in handling PR for mobile technology companies includes: **Aloqa, Apple, Concilio Networks, Ekahau** (North America + international planning team), **Fujitsu Teamware Group** (acquired by 3i), **Smartner** (acquired by SEVEN Networks), **Solid Information Tech** (acquired by IBM), **Zoove** and others.

Now, of course we are going to say that Rocket Science is a great PR firm, but who else says that we're great?

Rocket Science has been **awarded 8 times** for its results-generating PR campaigns. And these are not some cheesy awards, either: all of these are recent wins at the Gold or Platinum level (see our website for short descriptions):

[http://www.rocketscience.com/award\\_winning\\_public\\_relations.htm](http://www.rocketscience.com/award_winning_public_relations.htm) ). These thumbnails of articles that you see scattered about this page are all actual clippings from our award-winning work.

We've arranged to have our clients speak on-stage at mobile events by *VentureBeat* and *GigaOM*, placed cover stories in vertical publications like *Integrated Solutions*, *Mobile Enterprise* and *RFID Journal*, and negotiated feature stories in top-tier IT magazines like *Information Week* and *Network World*. We have personal relationships with all of the mobile/wireless trade reporters and bloggers, plus we've placed feature-length articles in mainstream press like *Business Week* (3 different cover stories), *Wall Street Journal* (full-page feature story), *Investors' Business Daily* (feature on mobile technology), *San Jose Mercury News* (full-page feature), *USA Today* (several times), *Wired Magazine* (countless), *ABC TV* (dedicated news segment)... we even launched a mobile business plan competition that was acquired by *Nokia*.

Operationally, Rocket Science maintains a network of international PR affiliates who can represent the your brand globally; a dedicated social media specialist who himself is a respected blogger; a dedicated liaison to reach the mobile developer communities; client-specific wikis used for account collaboration & management; and a whole lot more.



Whatever PR challenges you have, chances are we've already solved a similar challenge and we can help you.

Mark Addison

USA Direct: +1-415-464-8110 x212

USA Mobile: +1-415-606-4006

Helsinki: +358-9-2316-4649

Skype: mxaddison

[mark@rocketscience.com](mailto:mark@rocketscience.com)