

# The Reference and Mobixx, partners in the Belgian market

**BRUSSELS, GHENT, 3 MARCH 2008 – The agency The Reference (Emakina Group) today announced an exclusive partnership with Mobixx for the Belgian market. The objective is to develop a new generation of web sites and applications for the mobile Internet in Belgium.**

Mobixx is a technology platform intended for the development of applications for the mobile Internet. Originally defined by various working groups within the IBBT (Interdisciplinary Institute for Broadband Technology), Mobixx has become an independent spin-off which will work together with The Reference to market its solutions to Belgian companies.

With Mobixx, any web site can be converted for the mobile Internet without losing its original look and feel. In order to retain the maximum user-friendliness, the site automatically adapts to the specific features of your mobile phone, whatever model or brand you are using. “We are talking about a **real transformation of the web site** to make it compatible with the world of mobile phones, not just of a simple “shrinking” of an existing site”, explains Frank Gielen, co-founder of Mobixx. Mobixx enables personalisation to be taken even further, modifying the content according to the profile of the user, and according to the geographical location of the phone.

For its part, The Reference, an interactive full service agency, is bringing to Mobixx its experience in development and ergonomics which it has built up with major customers in the Belgian market. “With this partnership, we want to take the mobile Internet beyond the gadget stage to become a real communication channel to address the needs of the user”, concludes Thomas De Vos, New Media expert at The Reference.

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**About The Reference**

The Reference (Emakina Group) is an interactive full service agency providing a wide range of interdisciplinary skills of a technical as well as a creative nature. The Reference promotes Webology, a pragmatic vision of how to build and update web sites and portals. Its portfolio of customers includes RTBF, Telenet, KBC/CBC, Cofinimmo, MC, Thomas Cook and Fluxys.