



**EGAN** UPDATE

Partnering with Today's Entrepreneurs to Create Successful Technology Companies of Tomorrow

### AT&T Selects Pyxis Mobile For Univeristy Offering

AT&T is using the Pyxis Mobile platform to deliver *UpperClass*, a customizable Higher Ed mobile application that provides a wide range of campus-related information to students, administrators, faculty, parents & alumni.



Also in partner news, Pyxis Mobile and Oracle delivered a cutting-edge mobile "retail site visit" application at Oracle OpenWorld. The application leverages Oracle's new REST API, designed specifically for the needs of consumer packaged goods customers. For more information, visit [www.pyxismobile.com](http://www.pyxismobile.com).

### Vodafone Deploys OnePIN's CallerXchange

Vodafone is the latest Mobile Operator to launch the company's CallerXchange service. Beginning this month, Vodafone will deploy CallerXchange to over 17 million mobile subscribers in Turkey. With CallerXchange, Vodafone subscribers will now be able to leverage OnePIN's technology to share their contact details with one-click after phone calls or SMS messages - enhancing the value of Vodafone's mobile phonebook and driving increased voice and SMS usage as a key component to their subscribers' social lives. [www.onepin.com](http://www.onepin.com)



### uTest Wins WebAward for Outstanding Website

The 2009 WebAwards winners were announced and uTest was chosen in the "Outstanding Website" category. uTest was selected from over 2,000 applicants from 45 countries. Entries were judged on design, innovation, content, interactivity, navigation, and use of technology. Re-launched in May 2009, the uTest website, blog and community forums focus on strengthening the uTest brand and increasing visibility into uTest's global testing community. [www.utest.com](http://www.utest.com)



### HighRoads Publishes First Medical Travel Survey

With the growing interest in potential cost savings from medical travel, HighRoads recently released results of what is widely accepted as the first medical travel survey. HighRoads asked a series of questions to eight medical travel providers, including BridgeHealth, Healthplace America, HIMA Health, Intermountain Healthcare and Scott & White, representing 66 healthcare facilities. The survey results indicate large disparities in cost of major procedures such as aortic valve replacement and cholecystectomy. For example, prices for coronary artery bypass surgery ranged from \$19,000 to \$59,729; price for total hip replacement surgery ranged from \$9,900 to \$29,005. To view the complete results, please contact [pmarino@highroads.com](mailto:pmarino@highroads.com) or goto [www.highroads.com](http://www.highroads.com).

### OwnerIQ Launches Real-time Ad Buying Platform



OwnerIQ recently launched MOST™, an industry-leading, real-time media buying platform. With MOST, OwnerIQ combines its proprietary ownership targeting capabilities with real-time ad acquisition to deliver compelling results for its advertiser and agency partners, across multiple ad networks and exchanges.

In customer news, Capital One & Radio Shack signed up to run Ownership Targeting campaigns while ViewSonic, D&M Holdings, Lenovo and Eureka signed up for the Retargeting program. To find out more about Ownership Targeting, go to [www.OwnerIQ.com](http://www.OwnerIQ.com)

### Another Mission-Critical Application Win for Nexaweb



Daiwa Securities, Japan's second largest securities firm, selected the Nexaweb Enterprise Web Suite (EWS) as the application development and delivery platform for its new Proprietary Trading System. Daiwa chose Nexaweb for its standards-based technology platform, which will allow the extension of strategic trading applications without compromising the integrity of the legacy applications, while also providing a standard platform for the delivery of future mission-critical applications. [www.nexaweb.com](http://www.nexaweb.com)

### Five Massachusetts Municipalities Buy Envista

Five Massachusetts municipalities - Lowell, Wakefield, Lexington, Pembroke, and Harwich - are the first local deployments of Envista's map-driven Software as a Service for infrastructure project coordination. Bay State Gas, which services 60 Massachusetts communities including Pembroke, is the first New England gas company to deploy Envista. The company's application is already in use by municipalities and utilities in other parts of the US and Canada. [www.envista.com](http://www.envista.com)



Egan-Managed Capital is always looking for great entrepreneurs and investors with whom to partner. Please send any information technology companies in the New England area looking for Series A or Series B funding our way.

Sincerely,

The Egan-Managed Capital Team

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