

TechGenii, Inc. Re-launches as an Interactive Strategy Company

LOS ANGELES, CA (SEND2PRESS NEWSWIRE) – TechGenii, Inc. (www.TechGenii.com), an industry leader in mobile marketing and interactivity, today announced that it will re-launch its website to provide greater support for entertainment and media companies in their quest to build interactivity and mobilize content.

“It all began in a meeting with a television producer who approached me based on my expertise in the mobile industry, about building ‘American Idol’ style voting and polling into his television show,” said Barbara Bickham, Founder and CEO of TechGenii, Inc. After that meeting, Ms. Bickham realized there was a tremendous need for a company that could provide interactive strategies for media and entertainment companies, and that TechGenii was in an excellent position to meet that demand.

“There are many companies that focus on providing applications for mobile marketing and interactivity, but not so many that focus on the issues and complexities of tying that into a core business strategy for a company,” said Bickham. “And because entertainment and media companies aren’t always in a position to hire a digital media or interactive and mobile guru internally, TechGenii was the perfect solution to help implement these types of strategies.”

TechGenii’s re-tooled website targeting the interactive and mobile marketing needs of entertainment and media companies includes:

- *An overview of TechGenii’s mobile and interactive strategy services*
- *A bi-monthly newsletter with informative articles and practical tips*
- *Listings of a variety of the hottest mobile, interactive and entertainment industry events*
- *Links to other leading mobile, interactive, digital and entertainment websites*
- *Advertising and sponsorship opportunities for companies to help jump-start their mobile and interactive campaigns*

Founded in 2001, TechGenii, Inc. began as a product company creating a wireless fidelity 802.11b security product for the healthcare industry. Since then the company has acquired many clients in the arts, entertainment, television and music industries including: Career Entertainment Television, Aspire Entertainment and The Hollywood Entertainment Museum. TechGenii Inc has also established strategic partnerships with such influential and powerful partners as Motorola, Continental Vista and Face-2-Face Animation.

Today, TechGenii, Inc. provides strategic planning which allows clients to create and implement unique interactive and mobile campaigns that connect to their target customers. TechGenii designs and implements strategies that cross-market, cross-promote, build community, add interactivity and using state of the art technology, maximize revenues for the music, television, and film industries.

Barbara Bickham is sought after for many advisory boards by leading entertainment and media companies. She currently sits on the Advisory Boards for The MIND Institute, VNU's Digital Entertainment & Media Expo and Continental Vista.

For more information please visit www.TechGenii.com.

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