

# LocaModa to Present in the A0 & MIT/Stanford Venture Lab CEO Showcase Program at AlwaysOn Stanford Summit 2006

**LocaModa to demonstrate applications that extend the always on experience to out-of-home networks – The Web Outside**

BOSTON, MA – July 19 (SEND2PRESS NEWSWIRE) – LocaModa, Inc., a technology company enabling mobile consumers to use any cell phone as a remote control to interact with out-of-home narrowcast networks, today announced that it will be participating in the A0 & MIT/Stanford Venture Lab CEO Showcase program at the AlwaysOn Stanford Summit, taking place between July 25-27 at the Frances C. Arrillaga Alumni Center on the Stanford University Campus. The event is co-hosted by the Stanford Technology Ventures Program (STVP) within the Stanford School of Engineering.

During the Summit, 50 CEOs of emerging private companies will present their businesses to a panel of industry insiders and a standing-room-only audience. The top three companies will be given the opportunity to present to the audience on the main stage at the end of the event.

LocaModa will be presenting its business at 4:30 on July 26th. To arrange a briefing with LocaModa at AlwaysOn, please contact Stephen Randall at [srandall@locamoda.com](mailto:srandall@locamoda.com) or call 1 617 629 9600.

Stephen Randall, CEO and Founder of LocaModa Inc, commented “The CEO Showcase program gives us the opportunity to demonstrate how we are leveraging the ubiquity of cell phones, the web and out-of-home narrowcasting networks to help brands interact with users beyond the reach of the desk and couch.”

“The CEO Showcase program is an open forum where companies can unveil their go-to-market strategies,” said Tony Perkins, founder of AlwaysOn. “Following in the tradition of AlwaysOn, companies are able to obtain unique insights from leading industry insiders, meet their peers and partners, and gain the attention of the venture community.”

“Tony Perkins’ AlwaysOn Stanford Summit provides an unparalleled opportunity to see a truly remarkable level of innovation and entrepreneurial spirit as evidenced by the companies featured in the CEO Showcase,” said Louise Velazquez, Chairman of the MIT/Stanford Venture Lab. “Undoubtedly these companies represent the best and the brightest in the industry, and we are proud to recognize these entrepreneurs for their foresight and innovative work.”

Every year AlwaysOn’s highly-regarded Summit brings together successful entrepreneurs, business and political thought leaders, and top venture

capitalists, to spot trends and spark new ideas and initiatives.

For further information please visit:  
[alwayson.goingon.com/permalink/post/866](http://alwayson.goingon.com/permalink/post/866)  
[www.locamoda.com](http://www.locamoda.com)

### **About the Stanford Technology Ventures Program**

The Stanford Technology Ventures Program is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms. STVP (<http://stvp.stanford.edu>) believes that engineers and scientists need entrepreneurial skills to be successful at all levels within an organization. The program prepares students for leadership positions in industry, academics, and society. In addition, STVP disseminates research and teaching knowledge throughout the world. STVP is located within the Stanford University School of Engineering and is hosted by the Department of Management Science and Engineering.

### **About MIT/Stanford Venture Lab**

The MIT/Stanford Venture Lab (VLAB) is a joint venture between the MIT Enterprise Forum, the Office of Technology Licensing (OTL) at Stanford University, and the Alumni Association of the Graduate School of Business. As the San Francisco Bay Area chapter of the MIT Enterprise Forum, VLAB is dedicated to promoting the growth and success of high-tech entrepreneurial ventures by connecting ideas, technology and people. VLAB's distinctive events provide participants and audience members alike the opportunity to exchange ideas about how to successfully navigate the entrepreneurial waters. Monthly forums bring together highly respected, successful business leaders, industry experts and entrepreneurs who collaborate on the best ways to address ongoing entrepreneurial issues and expand their business. See [www.vlab.org](http://www.vlab.org) for more information.

### **About AlwaysOn**

ALWAYSON is transforming the communication business with its online blogging network; establishing it as a leader in the open media revolution. Borrowing on the underground blogging and social networking traditions, ALWAYSON ([www.alwayson.goingon.com](http://www.alwayson.goingon.com)) was launched in 2003. Today, ALWAYSON'S annual Stanford Summit and OnHollywood events, print "blogozone" and online services encourage direct collaboration between the global thought leaders and technology insiders whose ideas and innovations are shaping the always-on world.

News issued by: LocaModa, Inc.

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