



THE BUSINESS OF TECHNOLOGY

## Opus Bets \$3.4 Million on Hingi

***Israeli mobile apps developer scores first round.***

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By **Kamika Dunlap**

Mobile apps developer Hingi on Friday said it raised \$3.4 million in first round funding from Opus Capital Ventures.

The Israeli-based startup provides service for mobile users to send SMS messages and receive lists of songs heard on the radio. It will also deliver links with related ring tones.

"Hingi has great technological strength and understands that the mobile space is developing rapidly," Opus Capital partner Gill Gogan said.

Mobile music is on track to rack up \$14 billion in sales by 2011, more than doubling the \$6 billion rung up in 2006, according to Jupiter Research.

Hingi has a deal with Wisconsin-based wireless service Cellcom that gives mobile users links to song lyrics and allows them to purchase songs. The company plans to develop the same service for impulse mobile purchasing of any sort including videos.

Hingi's technology identifies mobile content as it gets broadcasted on the radio, TV, and the Internet. The startup's technology uses an algorithm to instantly match audio and video content to Hingi users' text-message requests.

The company was founded two years ago by CEO Eyal Katz.