**BACKGROUND:**

**MobiSocial & Omlet Open Messaging Platform**

Media Contact: Jeff Lettes

jl.stratcomm@gmail.com

(408) 406-1161

**Omlet Open Messaging Platform: Omlet Chat** is built on a new standard known as the Omlet Open Messaging Platform that’s poised to disrupt the mobile messaging market.Spun out of Stanford University -- under the leadership of serial entrepreneur Prof. Monica Lam – the Omlet Open Messaging Platform enables global device manufacturers like ASUS to deploy groundbreaking apps that provide consumers with compelling mobile, social experiences. ASUS is the first company to introduce a phone based on the Omlet Open Messaging Platform. For more information about Omlet, [www.omlet.me](http://www.omlet.me/)

**About MobiSocial**

Omlet Chat is just one of many apps that are being “hatched” by MobiSocial, a startup in incubation at the Stanford StartX program. Led by serial entrepreneur Monica Lam – a professor in the Computer Sciences Department at Stanford University – MobiSocial is the team behind the development of the Omlet Open Messaging Platform, a new standard for mobile messaging applications that leverages the unique attributes of the phone to enable consumers to “share anything, with anyone, anywhere,” while owning the data they share. With an official launch date in Q1 2014 – where MobiSocial will unveil a number of innovations – MobiSocial is working closely with a wide range of device manufacturers, telecommunication carriers, and consumer data storage vendors that are looking to define and evolve the new Open Messaging marketplace.

**For more information about MobiSocial, www.omlet.me**

**What is the Omlet Open Messaging Platform?**

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