

MiniFrame selected as a WINNER of the Red Herring 100 Global Award



Netanya, Israel, - January 26, 2010 – [MiniFrame](#), supplier of the market leading desktop virtualization software SoftXpand, announced today that the company has been named a WINNER of the Red Herring Global 100 award, a prestigious prize honoring the year’s most promising private technology ventures from around the world.

“Choosing the best out of the previous three years was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed down our list from 1,200 potential companies to 200 finalists. Trying to get it down to 100 companies was a task upon itself. The top 100 companies who were chosen should be extremely proud; the competition was difficult.”

Red Herring’s editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the “buzz” and make the list an invaluable instrument of discovery and advocacy for the greatest business opportunities from around the world.

MiniFrame’s SoftXpand desktop virtualization solution transforms a single standard PC into up to 8 totally independent workstations with no loss in performance. MiniFrame offers software that is a true substitute to hardware and remains the only solution of its kind to deliver a full PC experience. SoftXpand drastically reduces the amount of hardware required leading to huge reductions in Total Cost of Ownership and has been named the ultimate green IT solution by industry experts such as The Green Organisation.

MiniFrame’s CEO, Raz Rafaeli, commented: “MiniFrame’s vision is to strengthen its leadership position in the desktop virtualization market by leveraging SoftXpand software technology and developing product suites addressing various vertical markets. In addition, the company objective is to provide smooth migration from any computing environment to a complete “Cloud Computing” solution. The Red Herring Global Award indicates MiniFrame’s maturity, robust technology and product superiority, as well as its growing business activities”.

Red Herring’s Global 100 list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Google, Yahoo, Skype, Netscape, Salesforce.com, YouTube, and eBay would change the way we live and work.

About Red Herring

Red Herring is a global media company uniting the world's best high-technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's view of the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy. For more information contact Anam Alpenia at: aalpenia@redherring.com.

About MiniFrame

MiniFrame's award-winning desktop virtualization solution offers high-performance technology and flexibility, enabling customers to switch to green IT and dramatically reduce costs. Unlike thin client solutions, SoftXpand does not require proprietary hardware. MiniFrame provides high performance multi-user solutions to various vertical markets, including education, small to medium sized business, call centre, internet cafe and the banking sector. MiniFrame has distribution partners in 4 continents, and is continuously seeking to expand its international distribution network, offering a unique window of opportunity to its partners. Moreover, MiniFrame is currently seeking strategic investors and partners who share our values and commitment to efficient IT to help shorten our time to market. For partnership inquiries please visit www.miniframe.com or contact MiniFrame by email: sales@miniframe.com.

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