

MiniFrame Receives Frost & Sullivan's 2010 European Desktop Virtualisation Product Innovation Green Excellence Award



NETANYA, Israel – April 26th, 2010 – [MiniFrame](#), supplier of innovative desktop virtualization software SoftXpand, announced today that it received Frost & Sullivan’s 2010 European Desktop Virtualisation Product Innovation Green Excellence Award.

The Green Excellence Award in Product Innovation is a prestigious recognition of MiniFrame's accomplishments in the desktop virtualization market. MiniFrame offers a low-cost, eco-friendly multi-user solution called SoftXpand that is capable of converting a single desktop PC into up to eight fully autonomous computer workstations.

The Frost & Sullivan award was presented to MiniFrame at the Growth Excellence Awards Banquet on Wednesday, May 19th, 2010 in London's iconic Emirates Stadium. In her acceptance speech, MiniFrame’s Marketing and Sales Manager Michaela Komblis stated, “We are grateful to Frost & Sullivan for recognizing SoftXpand as the leading and innovative “green” solution in desktop virtualization. We are proud of the important role we play in the fastest-growing computer market by offering a product that increases PC access worldwide while helping to protect the environment.”



MiniFrame’s CEO, Raz Rafaeli, commented: “Third party industry recognition has proven to be the most effective way to assure customers and business partners that they are cooperating with an organization that is a leader in its field. We are extremely proud to receive this award from Frost & Sullivan, a global growth consulting firm.”

“MiniFrame is continuing to strengthen its leadership position in the desktop virtualization market by leveraging SoftXpand software technology and developing a product suite that addresses the growing needs of the consumer, enterprise, and Cloud Computing markets. We are committed to constantly focusing on developing our unique technology in order to offer top-performance computing solutions for both home and business users,” continued Raz Rafaeli.

The annual Frost & Sullivan Best Practices Awards recognize companies that have encouraged significant growth in their industries, identified emerging trends before they become the standard on the market, and created advanced technologies.

The Frost & Sullivan research and consulting team objectively analyzed SoftXpand and other multi-user products and MiniFrame rated highly in all criteria in comparison to its competitors. The Green Excellence Award in Product Innovation used the following criteria to benchmark SoftXpand's performance:

- Innovative Element of the Product
- Leverage of Leading Edge Technologies
- Value Added Features/Benefits
- Increased Customer ROI
- Customer Acquisition/Penetration Potential

Frost & Sullivan's research analyst commented: "Energy consumption is the key area of concern in the desktop personal computers utilized in organizations such as schools, hospitals, enterprises, retail outlets and others. Modern day PCs, which are typically equipped with quad-core processors and high performance memory, are estimated to consume about 90 to 650 watts of electricity on an average. Hence, organizations that are heavily dependent on PCs for sustenance are scouting for suitable alternatives that could aid in reducing their carbon footprint. MiniFrame SoftXpand solution is capable of transforming a single Windows-based desktop PC into eight fully autonomous computer workstations. As a result, organizations that utilize the SoftXpand Xpress solution could reduce carbon footprint by more 80% on an average."

About MiniFrame

MiniFrame's SoftXpand software drastically reduces the amount of hardware required, resulting in significant reductions in Total Cost of Ownership, and is recognized by industry experts as the ultimate green IT solution.

MiniFrame's vision is to play a leading role in desktop virtualization. The company intends to leverage SoftXpand software technology and to develop product suites that address various vertical markets, while providing smooth migration from any computing environment to a complete "Cloud Computing" solution.

MiniFrame has distribution partners spanning 4 continents, and is continuously seeking to expand its international distribution network, offering a unique window of opportunity to its partners., MiniFrame is currently seeking strategic investors and partners who share its values and commitment to efficient IT to help shorten our time to market.

For partnership inquiries visit www.miniframe.com or contact MiniFrame by email: sales@miniframe.com.

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