

# Makani Networks accelerates real-time web services

**“Makani Networks technology speeds-up real-time mobile web services”**

**August 31, 2010 – San Francisco, California** – Makani Networks today announced technology to accelerate real-time mobile web services.

Speaking at the Search Engine Strategies Expo-2010 held in San Francisco, Rajiv Chakravorty, the Founder & Chief Technology Officer of Makani Networks said, “The real-time Web presents a big opportunity for the next-generation mobile social networks and apps. Most of the existing efforts to monetize real-time social web services looks into traditional approaches to web advertizing that are content or context-based. Beyond traditional web advertising, the biggest monetization opportunity for such real-time social mobile web services lies in bringing the buyers and the sellers together – think of an ebay-like system but in a social format - for fast real-time mobile biddings and quick payments.”

“Makani Networks technology streamlines real-time web services, accelerating both web and display ads and optimizing content for near real-time mobile web experience. We are also keenly following the new developments in the real-time web space, and plan to release updates of our products that futher augments the mobile social eco-system,” added the CTO of Makani Networks.

## About Makani Networks

Makani Networks ([makaninetworks.com](http://makaninetworks.com)) offers high-performance, easy-to-use and technically innovative solutions for next-gen wide-area networked data services. Makani Mobilizer™ appliances are deployed in the customer's network for blazing-speed data access over a wide-range of access networks. Makani Enhancers™ are deployed for wide-area network ("WAN") optimization and application acceleration. Founded in 2006, Makani is HQ'ed in San Francisco USA.