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03 May

Proteus and ABC Enhanced TV create the first broadcast to feature **real-time wireless interactive voting across multiple wireless carriers' networks** for the Daytime Emmy Awards. Kelly Ripa tells the audience to vote with their wireless phones.



March

For March Madness 2003, AT&T Wireless and Proteus use text messaging to offer fans **around-the-clock games and entertainment**, including a competitive brackets prediction game, the first ever using SMS.

January

AdBowl, powered by Proteus, collects over 250,000 **wireless votes for the best and worst Super Bowl commercials**, with the definitive results reported by media outlets worldwide.

02 December

Proteus' **interactive television prototype** for the AFI Life Achievement Award broadcast (USA Network) is the first ITV program to seamlessly integrate the most successful interactive TV features into one experience, including enhanced content, video on demand, interactive programming guides, personal video recording, and the use of multimedia wireless phones, setting a new standard for the industry.

November

GIA, an innovative in-room music, room service and information device for hotel guests developed by Proteus, launches at Hilton hotels.

October

Proteus delivers wireless interactive polling for FOX's 2002 World Series.



September

Sprint sponsors Proteus' [wireless interactive polls](#) for entire NFL season on FOX.

June

Proteus delivers first integrated SMS interactive TV application in the U.S. for NASCAR on FOX.



January

Working with FOX Sports and Motorola, Proteus creates the world's first synchronous wireless interactive television experience for Super Bowl XXXVI, allowing viewers to answer onscreen polls using Internet-enabled phones. Event marks largest single-event audience ever to be presented with iTV.

01 **March**

Gartner praises Proteus' design of Speedpass.com on their e-business research site, citing its consistently intelligent presentation of navigational options, and noting that, sometimes, "less is more."

January

Proteus adds support for voice-driven interfaces to its entire suite of internet-based applications, allowing clients to expand their sites' core service offerings to an even wider audience.

00 **October**

Proteus nominated for two W@P Awards in first-ever international competition: "Best Use of WAP in a Consumer Application," and "Best Use of

WAP in a Business Application."

August

Proteus expands with opening of new San Francisco office.

May

Proteus announces Television Console Access Initiative to better support interactive TV-based Net devices such as Sega Dreamcast, WebTV, and AOLTV.

February

Proteus and Webnet-marketing announce first-ever alliance to provide wireless Internet advertising.

99 December

Proteus adds WML and XHTML publishing capability to its full line of Oracle-based Internet content management solutions, and is the first company to support WAP across its entire Web development product line.

October

Proteus and InterAct Accessories launch Sharkwire.com, allowing Nintendo 64 users to browse Web content, post bulletin board messages, and send and receive e-mail on their television screens.

September

Proteus and Motorola team for the first working demo of a WAP application in the U.S., using Motorola's prototype Timeport handset, at *PCS '99*.

June

Proteus creates new division specifically for wireless applications development. Simultaneously, Proteus joins the WAP Forum and is among the first U.S. developers to support the WAP protocol.

98 August

Proteus creates wireless e-commerce solution for BMW, the first ever designed for a mobile Internet implementation.

July

Proteus launches official website for the GSM Alliance. Dynamic content of site fully accessible to HDML-enabled handsets.

97 March

Proteus creates official website to launch the Sony Digital Mavica product line, featuring a design optimized for WebTV access.

96 September

Proteus develops fully customized interface to provide information and services to Omnipoint customers using web-enabled mobile phones and PDAs — an industry first — optimized for small-screen, low-bandwidth delivery.

August

Proteus chosen to develop and launch the official website for pioneering GSM provider Omnipoint Communications (now Voicestream). Solutions created and implemented by Proteus include the first Web-to-handset SMS gateway, allowing any Omnipoint customer to receive text messages on their phones via the Omnipoint website.

March

Proteus founded by Patrick McQuown and Timothy Shey and incorporated in a dorm room in downtown Washington, D.C. Recognizing the protean nature of the Internet and the foresight and adaptability that it would require to navigate, the company takes its name after the ancient god of the sea who could change his shape and who knew all things, past, present and future.