



TouchMagix Media bags the coveted Red Herring Technology Award 2011

Hong Kong, China - Red Herring announced its [Top 100 Asia](#) award in recognition of the leading private companies from Asia, celebrating these startups' innovations and technologies across their respective industries.



“This is a truly rewarding and motivating moment for me and my team”, said **Anup Tapadia**, Founder and Chief of Technology at TouchMagix Media



Red Herring's Top 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 Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

“Choosing the companies with the strongest potential was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from around 4000 candidates across Asia to the Top 100 Winners. We believe **TouchMagix Media** embodies the vision, drive and innovation that define a successful entrepreneurial venture. **TouchMagix** should be proud of its accomplishment, as the competition was very strong.”

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 a valuable instrument of discovery and advocacy for the most promising new business models in Asia.