

VARIA MOBILE

GIRVIN consulted with the executive and product teams at Tegic Communications, before and after their deacquisition by AOL Wireless, for brand, name and identity development for a number of their products. After their purchase by Nuance, some technology groups were shifted to create new entities.

GIRVIN created the Varia Mobile name for one such spin-off organization. Varia Mobile is a business-to-business software development company that specializes in creative solutions that help bring content providers, mobile operators and hardware manufacturers together to build innovative applications for this ecosystem.