

ID ARIZONA CORP.  
Form 425  
October 13, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON D.C. 20549  
FORM 8-K  
CURRENT REPORT PURSUANT  
TO SECTION 13 OR 15(D) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported) **October 12, 2009**

**Ideation Acquisition Corp.**

(Exact Name of Registrant as Specified in Its Charter)

**Delaware**

**001-33800**

**77-0688094**

(State or Other Jurisdiction of  
Incorporation)

(Commission File Number)

(IRS Employer Identification No.)

**1105 N. Market Street, Suite 1300, Wilmington,  
Delaware**

**19801**

(Address of Principal Executive Offices)

(Zip Code)

**(310) 694-8150**

(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 8.01. Other Information.**

Ideation Acquisition Corp. ( Ideation ) and SearchMedia International Limited ( SearchMedia ) will present an updated investor presentation at the ROTH China Conference in Miami Beach, Florida at 4:30 p.m. Eastern time on Tuesday, October 13, 2009. Ideation and SearchMedia may also use the updated investor presentation that is attached as Exhibit 99.2 to this Form 8-K in meetings with investors.

Additional Information

In connection with the proposed transaction, Ideation and ID Arizona Corp. filed Amendment No. 4 to Form S-4 containing a proxy statement/prospectus in conjunction with the transaction with the Securities and Exchange Commission (the SEC ) on September 30, 2009. A definitive proxy statement/prospectus was mailed to Ideation stockholders on October 5, 2009. INVESTORS AND SECURITY HOLDERS OF IDEATION ARE URGED TO READ A DEFINITIVE PROXY STATEMENT/PROSPECTUS AND OTHER DOCUMENTS FILED WITH THE SEC CAREFULLY IN THEIR ENTIRETY. Investors and security holders will be able to obtain free copies of the Registration Statement and the definitive Proxy Statement/Prospectus and other documents filed with the SEC by Ideation through the website maintained by the SEC at www.sec.gov. Free copies of the Registration Statement and the Proxy Statement/Prospectus and other documents filed with the SEC can also be obtained by directing a request to Ideation, 1105 N. Market Street, Suite 1300, Wilmington, Delaware 19801.

**Item 9.01. Financial Statements and Exhibits.**

d) Exhibits

| <u>Exhibit No.</u> | <u>Description</u>   |
|--------------------|--|
| 99.1               | Press Release of Ideation Acquisition Corp., dated October 12, 2009. |
| 99.2               | Investor Presentation Slides.  |

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: October 12, 2009

**IDEATION ACQUISITION CORP.**

/s/ Robert N. Fried  
Robert N. Fried  
President and Chief Executive Officer

**EXHIBIT INDEX**

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