

PRESS RELEASE



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Canditv® give 74,000 people their say at The Millennium Stadium

The Directors of Canditv® are delighted to announce their latest interactive screen project, working at the Millennium Stadium to engage and entertain match day crowds during the Invesco Series in November.

Throughout November, the stadium will play host to 74,000 international rugby fans each week as Wales take on New Zealand, Samoa, Argentina and Australia.

During half time of each game, supporters will be able to interact with content on the giant screens located at either end of the stadium and using their mobile phones to participate. In return each supporter will receive a personal text message from The Millennium Stadium, thanking them for taking part and offering them a promotion redeemable at the stadium that day.

Two applications will be developed for the Invesco Perpetual Series. One will allow the supporters to vote for their preferred Man of the Match with a real-time interactive gauge displaying votes as they are registered. The second will celebrate the opening of a new bar within the stadium and fans will be given the responsibility to choose its name from a selection of four to be provided by the Welsh Rugby Union.

Kevin Griffiths Managing Director of Data Driven Logistics Ltd in Stoke-on-Trent and providers of the multiple award winning Canditv® commented “We are delighted to be working with The Millennium Stadium to bring this innovative experience to Cardiff and international sport for the first time. It is a fantastic setting with a unique atmosphere and the opportunity for us to provide a passionate crowd with the chance to have their say is a very exciting prospect.”

A spokesperson at The Millennium Stadium added, “The opportunity to use our stadium screens to provide interactive services for the crowd is very exciting for us and will bring a whole new dimension to match day. We are always looking for new and innovative ways to enhance the visitors’ experience, and now giving the crowd the ability to register their views live and see the results immediately, will enable them to engage in ways never before possible.”

The experience starts on Saturday 7th November against New Zealand and will also feature at the fixtures including Samoa, Argentina and Australia on Friday 13th, Saturday 21st and Saturday 28th respectively.

Notes to editors

Canditv® is part of Data Driven Logistics Ltd, an innovative software and technology solutions provider. Canditv® enables any television or screen that is connected to the Internet to become interactive, allowing a wide range of service providers including advertisers, retailers, tourism organisations, sports stadiums and leisure attractions, to reach their target markets and customers in a completely new and innovative way. Simply by using any mobile phone to dial the number displayed on a screen enables users to navigate and interact with the content. For further information visit www.canditv.com or contact Kevin Taylor 08458 733200, kevin.taylor@canditv.com

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