

PRESS RELEASE



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Data Driven Logistics Limited

Yorkshire Leeds the Way with Canditv® for Tourism

The Directors of Data Driven Logistics Limited based in Stoke on Trent, are delighted to announce the implementation of Canditv by Visit Leeds at their Visitor Information Centre (VIC) located at Leeds Railway station.

The system was switched on this week for the first time at the VIC and is already capturing the attention of visitors and passers by who are interacting to find out useful information including night life, shopping and dining in addition to accommodation and attractions.

Leeds VIC receives over 500,000 visitors per annum and is regarded as the second busiest centre in the UK whilst the station receives over 100,000 passengers per day.

The decision to implement the system follows the successful implementation last year by Visit York at the York railway station VIC and which prompted the following the positive comments from Chief Executive Gillian Cruddas

“Canditv is an excellent example of how York is leading the way in information services for its visitors and residents, using the very latest technology. This new service will provide round-the-clock access to visitors wanting to search for somewhere to sleep, eat or visit as they travel around the city, allowing us extend the existing information services that we provide through our Visitor Information Centres”

Following the Tourism case studies based on implementations by The Yorkshire Tourist Board and Shakespeare Country Canditv was featured as a Best Practice Tourism Technology by The Tourism Society in their autumn 2009 journal.

Kevin Taylor Business Development Director for Data Driven commented:

“ We are pleased that Visit Leeds have followed in the footsteps of Visit York and we are sure with the additional features the screen will attract even greater levels of interaction generating further potential to develop relationships with visitors through the extended service.”

Canditv is a breakthrough technology that enables people with ordinary mobile telephones to use them just like TV remotes to take control and navigate content displayed on public facing screens when out and about.

The technology was selected as Flagship Innovation, Category Medallist by the British Computer Society and also voted Best Innovative Product at the West Midlands ICT Excellence Awards during the year of its launch.

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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 advertisers, retailers, games manufacturers, service providers and so on, 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