

PRESS RELEASE



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Data Driven Logistics Limited.

Canditv® Switch On For Local Service Centre

The Directors of Data Driven Logistics Limited based in Stoke on Trent, are delighted to announce the latest launch of Canditv® in the City's Greenest building, a £3m state of the art Local Service Centre in Stoke which was officially opened by Ian Austin MP, Regional Minister for the West Midlands on Monday the 30th of March.

The system was selected by Stoke on Trent City Council as an innovative and simple means of providing out of hours interactive information services for local citizens including the ability to report a repair or search for properties, payment information or jobs, simply by using their mobile telephone handsets as TV remote controls.

Selecting Canditv® has made for a low cost set up where a standard PC monitor faces out onto the pavement adjacent to the bus stop and is available 24 hours a day. As well as displaying the latest useful up to date information for customers directly from the City Council's website, connecting to Canditv® allows local people and visitors to find out information about local transport and library information, give feedback and speak to advisors or request a call back by pressing a key on their telephone handset.

Kevin Taylor Business Development Director for Data Driven commented:

"Providing simple and cost effective access to information and services to anyone when out and about is a unique and very appealing feature of Canditv®. Extending access via existing screens by dialling a local telephone number or free call number is making increased use of local authority resources and providing customers with the information they need when out and about at any time of day or night. The unique connection method is intended to save everyone time and help build better service relationships."

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 for 2008 and also voted Best Innovative Product at the West Midlands ICT Excellence Awards 2008.

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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

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