

To the News Editor

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## Helping Think07 to deliver a Green Conference Program

Cybercom Group, a leading IT consultancy, has teamed up with one of its technology partners, Bluewave Marketing, to provide the delegates of the Think07 exhibition in London, the daily conference program direct to their mobile phone, saving valuable paper resources and keeping in tune with the whole ethos of the conference.

It is the first time that this technology has been deployed at an exhibition to deliver visitor information. Delegates will receive a morning and afternoon update of the conference program to include topic, location, time, speakers and sponsors.

The innovative system uses Bluetooth technology to broadcast content to near by devices within a range of 250 meters that has their Bluetooth switched on. The clever system is able to broadcast content as simple as text and animated images, vouchers, coupon and barcodes or can it be more engaging with things such as video clips and MP3 audio files.

- As a company, Cybercom and its partners strive to be socially responsible. The proprietary hardware is using the latest power saving technology which brings power consumption down to a minimum and also once the hardware comes to the end of its lifecycle the components are recycled or disposed of in an environmentally friendly way, says Terry Hunter MD Cybercom UK.

Communicating via this new medium can also help reduce the impact organisations have on the environment. Every year millions of trees are pulped to create printed material such as leaflets, flyers and brochures. By sending these electronically via Bluetooth, organisations can help prevent this from happening and eliminate the need for large volumes of print.

Traditional print and media distribution methods are often time consuming and a costly exercise, not to mention un-ethical. Using this system, a cost effective and environmentally friendly solution, it can operate 24x7x365 and whether you reach 100 or 100,000 people, all Bluetooth transmissions are free.

Marketers and content providers can benefit from the super distribution of content in an environmentally way and more importantly realise a return on their investment.

- The future of proximity marketing is certain and with long-term commitment from organisations and the government we can create a sustainable and cost effective communication channel and help reduce paper waste and ultimately the destruction of trees, says Terry Hunter.

**For more information, please contact:**

Terry Hunter, MD Cybercom UK, +44 (0)7767 495019

Robert Norman, Senior consultant Cybercom UK +44 (0)7908 838562

Kristina Svensson, IR and communications manager + 46 (0)708 644 702

Or visit Cybercom today on stand D21 at the Think07 exhibition May 1st -3rd Excel London.

Cybercom is a consulting company that offers business-critical IT solutions and consulting within telecom and selected technologies. With its extensive experience of the industry and business know-how, the company offers technological expertise in telecom for development of networks and terminals. Cybercom specialises in portals and mobile solutions, e-commerce and billing, embedded systems, and telecom management and networks. Cybercom was founded in Sweden in 1995; it has been quoted on the OMX Nordic Exchange since 1999. The Group has projects world-wide and offices in Denmark, India, Poland, Singapore, Sweden, and the UK. Find out more at [www.cybercomgroup.com](http://www.cybercomgroup.com).