

# TRANSLUCIS INVESTS £113K IN XCELLENET'S REMOTE MANAGEMENT SOLUTION FOR BARS, CLUBS AND PUBS

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Deal Sees Entertainment Venues in UK Taking Real-Time to the Max

XcelleNet Inc., the leading provider of management solutions for remote systems and mobile and wireless devices, today announced that Diageo-backed Translucis, the new plasma screen-based entertainment network for reaching 18-24 year-olds in bars, clubs and pubs, is using its remote systems management solution, RemoteWare. In a deal worth £113,000 RemoteWare is live across 130 pubs, bars and clubs throughout the UK, rising to 400 by the end of the year, enabling the remote management of devices in each outlet. The collection of information from each device – including media players that control plasma screens, central servers and landlord PCs – is enabled and managed from one central point of control.

Translucis' entertainment system uses the plasma screens, with satellite-delivered content and links to electronic tills. The plasma screens give brand owners access to outlets' 18-24 year old customer base, through advertising, art and short films.

"Fourteen months ago, we began looking for a product that could retrieve EpoS sales data and media audit log files from multiple remote sites", explains Translucis e-Commerce Director, Jayne Hayhurst. "RemoteWare was recommended by an IT Partner, and within two months we had moved it into our production systems. It has surpassed our requirements." Hayhurst continues, "RemoteWare's retrieval feature provides us with information on each outlet, from what was played out on the media player, to what was sold on EpoS. The RemoteWare-managed EpoS system shows the correlation between a brand's exposure on screen, and sales, enabling landlords to protect their revenue streams. They receive within minutes reports on what has been sold, and thus what needs replenishing. This is a far cry from waiting days for reports to be produced and sent." RemoteWare's inventory control feature enables software and anti-virus updates to be sent to each outlet, and keeps all media content on plasma screens current. It also reports on systems management status, including failure reporting. This ensures that most faults can be resolved remotely without interrupting the outlet's business. The solution works on a scheduled basis and so performs to set times, with no manual involvement needed.

"The advent of plasma screens delivering real-time news and information, and the influx of choice offered by bars, pubs and clubs demonstrates the leisure industry is looking at ways to enhance the customer experience," says XcelleNet European Sales Manager for RemoteWare, Neil Duggan. "Translucis has recognised the need to facilitate the front-end experience with robust back-end systems."

About XcelleNet

XcelleNet, Inc. is the leading provider of enterprise solutions for managing remote systems and mobile & wireless devices. For more than 14 years, the company has been a pioneer in meeting the challenges of securely delivering and maintaining mission-critical applications and content to remote locations with its flagship product, RemoteWare®. Today companies around the world use RemoteWare to manage kiosks,

retail and restaurant store systems, branch office networks, and other remote systems.

Leveraging remote expertise and award-winning technology, in May 2000 XcelleNet introduced Afaria<sup>®</sup>, a device management solution designed to address the problems enterprises face as a result of the explosive growth of the mobile & wireless economy. Afaria provides the most comprehensive management functionality available for organisations deploying large numbers of mobile devices, including laptops, PocketPCs, Palm Handhelds, RIM Blackberrys, and Symbian smart phones.

XcelleNet serves some 2,500 customers worldwide in a broad range of industries such as pharmaceutical, retail, hospitality, insurance, financial services and manufacturing. The company's solutions reduce total cost of ownership of remote or mobile deployments, accelerate end-user productivity and ensure the availability and reliability of corporate applications and information to an organisation's remote and mobile workforce.. More information is available at <http://www.XcelleNet.com> and <http://www.Afaria.com>.

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