

Brand Communications named finalist in Prestigious GSM World Congress Awards

Submitted by: Brand Communications

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Brand Apollo Solution nominated for 'Best Use of Mobile for Accessibility' for the successful project involving on-line mobile libraries in the community.

HUNTINGDON – 26th January 2004 – UK Based, Mobile Data and Remote Access Specialists, Brand Communications Limited, today has announced that it has been named as a finalist in the prestigious GSM World Congress Awards, in the 'Best use of Mobile for Accessibility' category for the Brand 'Apollo' Solution.

The 3GSM World Congress Awards are the premier industry recognition for excellence and innovation in mobile technologies. The GSM Association is now in it's ninth year – honouring people, organisations and companies that deliver new ideas, methods, or new mobile technologies which generally improve the quality of our lives or enhance productivity.

The accolade has been awarded after the judges recognised the success of Brand's 'Apollo' Solution within Britain's Mobile Libraries. The Brand solution is enabling library staff and the public to access real time data, and providing up to the minute information about the library, local government and general internet access for those who otherwise could not access the internet. Brand have also equipped other vehicles in similar ways as part of the 'UK On-Line' scheme.

Britain's Mobile Libraries have been serving rural communities for many years, but they themselves have been isolated from the centrally held information that they need to have access to. This has meant that they have had to rely on card systems, which can be dated and inaccurate.

By equipping Mobile Libraries with Mobile Data Solutions, the entire IT environment is extended directly to PC's in each library vehicle. Users have the ability to reserve books, search for unusual titles and access a wealth of information on the internet in real time. Brand's compression technology ensures that data transfer times run at high speed, providing ease of use for the library staff. The data is also highly secure, being encrypted with AES (Advanced Encryption Standard), the successor to 3DES.

Brands Apollo solutions allow mobile libraries to maintain a true 'always on' real time access to LAN applications located at a central site. Brand makes this possible by transparently integrating the LAN environment with wireless WAN environments, enabling seamless roaming across wireless 802.11b local area networks, GPRS, HSCSD and GSM networks.

“Brand are delighted to have been selected for this award in what proves to be the industries premier awards, highlighting the positive contributions that mobile technologies continue to make worldwide” stated Martin Kendrick, Brand Communications Managing Director. “Brand are continually striving to excel by producing mobile data and remote access solutions that improve the way in which people work. This achievement highlights one of the success stories of Brand’s Apollo solution and the way in which it can be used to dramatically enhance productivity for all of our customers.’

The GSM Association awards will be held on Tuesday 24th February in Cannes, France during the 3GSM World Congress.

About Brand Communications:

Brand Communications is a global leader in mobile data and remote access solutions. We develop, manufacture and market a range of leading mobile, remote office and site-to-site access solutions for all environments including ISDN, PSTN, Fixed Lines, Satellite, GSM and GPRS.

Apollo has helped to significantly grow the number of active GSM data users worldwide and has delivered tangible paybacks to many networks and their users. Apollo continues to deliver such rich benefits to HSCSD, GPRS and 3G networks. More information can be found at <http://www.brandcomms.com>

About GSM Association

The GSM Association (GSMA) is the global trade association that exists to promote, protect and enhance the interests of GSM mobile operators throughout the world. At the end of October 2003, it consisted of more than 600 second and third generation mobile operators and 140 manufacturers and suppliers. The Association's members currently provide mobile services to 936 million customers across more than 200 countries and territories around the world. The GSMA aims to accelerate the implementation of collectively identified, commercially prioritised operator requirements and to take leadership in representing the global GSM mobile operator community with one voice on a wide variety of issues nationally, regionally and globally.

The GSM family of wireless communications platforms, including GSM, GPRS (General Packet Radio Services) and 3GSM (EDGE - Enhanced Data for GSM Evolution and W CDMA) account for 73 percent of the total digital wireless market today. The GSM Association is a unique organisation, with truly global reach, offering a full range of business, technical and public policy services to its members. For more information, visit the website at www.gsmworld.com.

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Media Imagery is Available on Request.