

Brand Communications Wins Prestigious Mobile Data Association (MDA) Award

Submitted by: Brand Communications

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'Best Corporate Mobile Data Application' for The National Grid Transco Project

Huntingdon, UK, 2nd November 2004 – Remote access specialists Brand Communications, today announced that it's 'National Grid Transco Mobile Workforce Project' won the prestigious 2004 Mobile Data Association (MDA) Award for 'Best Corporate Mobile Data Application of the decade'. The Awards were presented at the Painters Hall in London on Thursday 28th October and the event was attended by Industry Analysts, Editors and Heads of Telecoms Industries.

The National Grid Project was awarded this prestigious accolade after the judges recognised it was the most successful real time GPRS Enterprise application to date that had delivered benefits, cost savings and efficiencies to NGT, flexibility and productivity to its staff and enhanced service to its customer base. It is a mission critical solution offering 4,500 Emergency Gas Workers a rapid response solution as they request and receive vital information on gas leaks, it also offers an additional 5000 thousand mobile workers across the NGT field force seamless access to corporate resources. These users include management, maintenance crews and meter readers who use a multitude of devices from rugged laptops to CE devices depending on the application.

National grid Transco (NGT), Britain's leading gas transporter made the decision to replace their Private Mobile Radio with GPRS and needed a solution that would allow their engineers to access information at any point throughout the day. NGT deployed Brand's Apollo solution into their corporate network and immediately reaped the benefits.

Brand offered Transco all the benefits of business access computing on multiple wireless network standards – with the added benefit of high compression levels, fast packet loss recovery. It also offers Transco an insurance policy with the use of dynamic switching between bearers – GPRS and Switched Circuit and includes the ability to use WLAN for future developments. Another key factor for Transco was security. With Brand's enhanced security techniques, it ensured that only valid users could establish sessions and access applications throughout the day with military grade AES Encryption. The solution also offers Transco a GPS option – which is extremely useful for lone-worker operations.

Martin Kendrick, MD of Brand Communications, summarised: "We are really pleased to be honoured with the 'Best Corporate Mobile Data Application' Award for the National Grid Transco Project. This project was a major achievement for the Utilities Sector as it clearly shows just how beneficial and useable mobile data can be. National Grid Transco is leading the way, and have proved beyond doubt that dynamic switching works and delivers superb results. Brand is delighted to be an integral part of such a prestigious project".

About Brand Communications

Brand Communications is a global leader in mobile data and remote access solutions. Brand's mobile solutions, matured over 14 years of successful deployment are making mobile data a reality for business-critical data applications. They provide a secure connection for the mobile user whilst travelling from location to location, and remove the uncertainty of using a wireless network to transfer vital information by transparently integrating GSM, GPRS, 3G and WLAN (802.11b) or WiMAX (802.16) networking with consumer or Enterprise LAN environments. More information can be found at <http://www.brandcomms.com>

About National Grid Transco

National Grid Transco Plc, is responsible for ensuring that gas is delivered to more than 20 million homes and businesses around Britain safely and efficiently. An element in achieving this is the work of its field service team that attends gas emergencies, and carries out installation and essential maintenance work. More information can be found at <http://www.ngtgroup.com>

About Mobile Data Association

The Mobile Data Association (MDA) was established in 1994 to increase awareness of mobile data amongst users and their advisers. Over the past ten years, the Association has grown to become the forum for the international mobile data community. As well as providing a focal point for industry participants to meet and share information on technical and business issues, the MDA actively works to promote the uses and benefits of wireless value added services through industry and business press, conferences, seminars and the maintenance of a web site. More information can be found at <http://www.mda-mobiledata.org>

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Pictures are available upon request.