

Smart Global launches the all in one travel service delivered directly to mobile phones

Submitted by: Spider PR

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London-based Smart Global, the UK's first one-stop-shop for mobile data services targeted at SMEs, has launched Smart Traveller, the all in one business travel tool which provides information over the air straight to your mobile. The service, powered by MobiMate, the world's leading provider of business and travel management applications for mobile devices, is delivered by Smart Global in partnership with network operator O2.

The subscription-based service enables the user to access a wealth of information from weather forecasts and world clocks, to currency, clothing sizes, weights and measures converters. Smart Traveller is available in two editions, Standard (£3 per month), which allows access to information pertaining to 250 locations and Professional (£7 per month) which covers 38,000 locations worldwide.

The Professional Edition also includes additional services such as itinerary management and up-to-the-minute flight information – supplied in real time by OAG, the world's leading provider of travel information since 1929.

Says Rachel Perry, COO of Smart Global: "We are proud to be associated with the world leader in travel information, with MobiMate technology we have been able to create the ultimate travel companion to the business man on the move, including all features and content so vital when on the road."

Nadav Gur, CEO of MobiMate, continues: "We are delighted to add Smart Global and O2 to our distinguished portfolio of clients and believe this association will make business and travel management products and services available and appealing to an even wider range of professionals and consumers."

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Notes to Editors:

About Smart Global

Smart Global, a UK based company in partnership with network operator O2, is the world's first provider of mobile data services targeted at small and medium sized businesses. All services have been specifically designed to address the unique needs of the SME and as such are fully hosted, require no installation or IT integration with back-office systems and are extremely simple to provision with the software sent directly to the subscriber's mobile device. Smart services are supported by a wide range of mobile phones, PDA's and BlackBerry devices, with payment via a monthly subscription fee, meaning no up-front investment is required. Businesses have the added reassurance of Smart Global's dedicated customer care team and online support, freeing them from the daily hassle of technology management.

Smart Global services are broadly appealing and include email-push, calendar, contacts and tasks synchronisation; instant messaging; real-time business and market information; mapping and navigation solutions, as well as more complex workforce, sales and time management services.

www.smartglobal.com

About MobiMate

MobiMate Ltd. is a wireless application service provider whose focus is on serving business travellers throughout their travel experience. MobiMate is the clear leader in this category, being the only company worldwide with a best-selling product on all open mobile application platforms.

MobiMate's leadership in this space has been recognized by leading handset and PDA vendors who bundle MobiMate products with their devices, including Nokia, Sony-Ericsson, Hewlett Packard and others. MobiMate's partners include The Weather Channel Interactive Inc, OAG and other notable travel-related companies.

For more information about MobiMate, please visit <http://www.mobimate.com/company.shtml>

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