

Mobile World Congress 2018 hosts best of GREAT British mobile innovation

Submitted by: XL Communications

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- 109 UK companies exhibiting across Mobile World Congress (MWC) and Four Years From Now (4YFN)
- UK companies reflect the entire spectrum of mobile industry from hardware and software to infrastructure and security
- Visit the UK delegation at Mobile World Congress, Hall 7 Stand B41 and 4YFN stand L2

Mobile World Congress (MWC)/Four Years from Now (4YFN) 2018, Barcelona – The sheer breadth and depth of the UK's expertise and experience in the mobile industry will be on display at the GREAT Britain and Northern Ireland Pavilions at Mobile World Congress (MWC) and Four Years from Now (4YFN) 2018.

More than 100 UK companies will showcase innovation at MWC and 4YFN as part of the Great Britain and Northern Ireland presence – including 34 companies that have not attended either event before. More than 50 UK companies have been supported by the Tradeshow Access Programme (TAP), a Department for International Trade (DIT) initiative to provide UK companies with support, enabling them to exhibit at events that would otherwise be out of reach.

The UK has always been at the heart of the mobile industry, with giants such as ARM and Vodafone demonstrating UK innovation on a global scale over decades. Now new UK innovators will stand side-by-side with global market leaders such as Truphone, RealVNC, and ip.access to showcase mobile excellence from the UK. Many of the technologies that will shape the next generation of handsets, networks and accessories will be demonstrated by academic institutions including University of Bristol, University of Surrey and King's College London, emphasising the UK's ability to turn research and development into commercial reality.

Highlights of the UK's mobile start-ups include Planet Computing, a hardware company that is reinventing the PDA for the 21st Century with a mobile device that houses both a keyboard and a full touch screen. The company has already raised more than \$1.8 million through crowdfunding to make the project a reality.

Brighton-based Matchbox Mobile is showcasing its expertise in mobile user experience, Internet of Things, voice-based user interface design and connected car solutions. Meanwhile Yoti is demonstrating a global identity platform to protect the privacy of consumer data through digital identities the owner controls. These are just a few of the highlights of the UK's presence at the events, which encompasses key areas for the industry from 5G and Internet of Things (IoT) to mobile security and accessories.

Mark Birchall, Managing Director of Tradefair, the company that organises the UK presence at Mobile World Congress on behalf of techUK says: "MWC and 4YFN are serious undertakings for UK companies, particularly start-ups. The TAP programme provides that additional bit of assistance to ensure that great ideas can be showcased and become iconic UK mobile success stories."

Birchall continues: "The UK presence at MWC and 4YFN this year will be one of the largest of any

country. It also covers the entire mobile industry, from consumer apps to applied artificial intelligence and everything in between.”

Visitors can come and see the best of GREAT British mobile technology at The Department for International Trade, Invest NI and Scottish Development International stands in Hall 7 B41/B31.

For a full list of UK companies attending both events, download the UK Technology Today app from the Apple App Store [here](#) or from the Google Play Store [here](#).

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