

GREAT British innovation at MWC and 4YFN 2019

Submitted by: XL Communications

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- More than 150 UK companies exhibiting across MWC and 4YFN
- UK companies reflect the entire spectrum of mobile industry: hardware, software, infrastructure, security, apps, services
- Visit the UK delegation at MWC, Hall 7 Stand B41 and 4YFN Stand L2

22nd February 2019: More than 100 UK-based companies will showcase innovation at MWC and 4YFN in Barcelona during February 2019 as part of the Great Britain and Northern Ireland presence – one of the largest of any country in the world.

UK companies at MWC and 4YFN demonstrate the rich heritage that British innovation has in all areas of the mobile industry – from hardware to software, apps and services, to applications for Internet of Things (IoT) and smart home solutions.

50 of the UK companies attending have been supported by the Tradeshow Access Programme (TAP), a Department for International Trade (DIT) initiative to provide UK companies with financial and marketing support, enabling them to exhibit at events that would otherwise be out of reach.

The UK will play a significant role in the deployment of 5G, the new generation of ubiquitous mobile connectivity. This is reflected by the delegation including Southampton-based AccelerComm, a company ensuring mobile networks are optimised for speed by overcoming the effects of noise, interference and poor signal strength. The company recently announced a new funding round to accelerate development and commercialisation of their solutions for 4 and 5G networks.

One of the major business cases for 5G is Internet of Things (IoT) deployments and here the UK is represented by Imont Technologies Limited, a company launching next generation device integration software relevant to smart homes and smart industry applications. Meanwhile, Zeetta Networks will be unveiling an instantly deployable heterogeneous network solution at the event following a successful commercial trial that provided global broadcasting and point of sale capabilities.

Hardware is always a key focus at Mobile World Congress and the UK is represented by Planet Computers, the award-winning manufacturer of the Gemini PDA. Gemini raised more than 2.5 million US dollars in crowd-funding during 2017 and 2018. Planet's new product the Cosmo Communicator, reached its crowdfunding target in less than four hours last November.

Apption Labs will be demonstrating Meater+, a truly wireless meat thermometer, deploying a combination of hardware and app, connected by Bluetooth to help meat lovers ensure the perfectly cooked steak, chicken or roast dinner.

British companies at 4YFN – the start-up focussed element of MWC – include SwapBots, the augmented reality (AR) company that has created a range of collectible and customisable toys that come to life in

an AR world. HearAngel is helping phone manufacturers and wireless headset vendors ensure they safeguard the hearing of adults and children that use headphones in line with new safety standards. SafeToNet is another British leader in cyber safety, committed to safeguarding children against cyber threats such as spying.

Mark Birchall, Managing Director of Tradefair, the company that organises the UK presence at Mobile World Congress on behalf of techUK says: "The sheer variety and breadth of the mobile industry is reflected in the UK delegation at MWC and 4YFN 2019. Time and again UK companies have cited attending these events as the springboard for new sales leads, investment or partnerships and the DIT TAP programme provides the support companies need to make their vision a reality and take their place at the biggest mobile event in the world."

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.

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