

## PRESS RELEASE



Aidan J Reed

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### **Loughborough's Leading Estate & Lettings Agent Extends Client Access With UK's First Dial Up Interactive Letting Service.**

The Directors of Data Driven Logistics Limited are delighted to announce the switch on by Aidan J Reed of the multiple-award winning Canditv® to provide the UK's first dial up interactive Lettings service.

Aidan J Reed, an independent, professional firm of Estate Agents, Letting Agents, Chartered Surveyors, Auctioneers & Property Consultants, based in Loughborough, Quorn & Ashby de la Zouch, selected Canditv® to extend access to Professionals and Students, in Loughborough. Clients can use their mobiles just like a TV remote to browse lettings properties, as well as requesting information via a call-back facility, all displayed on a large screen situated in the front window of their new Lettings office at 100 Ashby Road in Loughborough which opened in June of this Year.

The screen will be accessible on a 24hour basis extending access to the latest property information beyond normal office hours allowing Aidan J Reed to develop prospective interest and relationships with a broad range of customers passing by the office at any time of day or night. Canditv® implementations in the Tourism, Local Government and Retail sector have already proven to be highly successful with screens being accessed by passers by from as early as 6.30am up to 11.30pm.

Aidan J Reed – Managing Director of Aidan J Reed comments “ Having just re launched our corporate web site we wanted to further extend the ability of our clients to find out about the properties we have available. With the opening of our new Lettings office in Loughborough we wanted to have a screen in the window, but did not want it to be inactive as many window screens seem to be. Canditv offered us a fantastic cutting edge solution and will bring our screen to life. The team at Canditv have worked with us in an extremely professional way to bring the ability of our clients to view properties and arrange a call back 24 hours a day 7 days a week. We look forward to adding more features and value over the coming months.”

Kevin Taylor Commercial Director for Data Driven Logistics commented “We are pleased to have been provided with this opportunity to work with Aidan J Reed in delivering a unique extension to the Lettings service in Loughborough and look forward to helping extend superior service standards and communications across the branch network using the simple and proven cost effective method offered exclusively by Canditv”

#### Notes to editors

Canditv® is part of Data Driven Logistics Ltd, an innovative software and technology solutions provider. Canditv® enables any television or screen that is connected to the Internet to become interactive, allowing advertisers, retailers, games manufacturers, service providers and so on, to reach their target markets and customers in a completely new and innovative way. Simply by using any mobile phone to dial the number displayed on a screen enables users to navigate and interact with the content. For further information visit [www.canditv.com](http://www.canditv.com) or contact Kevin Taylor 08458 733200, [kevin.taylor@canditv.com](mailto:kevin.taylor@canditv.com)

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