

PRESS RELEASE



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Data Driven Logistics Limited.

Cheshire West & Chester gives Canditv 10 out of 10 for 2010

The Directors of Data Driven Logistics Limited based in Stoke on Trent, are delighted to announce the decision by Cheshire West and Chester Council to implement their award winning interactive service for residents and visitors at 10 locations during 2010.

The system was selected following several presentations to service directors and senior managers who were impressed by the costs effectiveness of the solution and the ability to extend services around the clock for a fraction of the price of traditional technologies.

Locations for the screens are expected to be confirmed during the next few months with the roll out anticipated to take place throughout the year including City and Town Centre locations.

Canditv provides a proven simple means of providing out of hours interactive information services for residents and visitors by using their mobile telephone handsets as TV remote controls to access information and to speak with customer service staff. The solution received a commendation last year at the Public Sector Good Communication Awards following a pilot implementation by Stoke on Trent City Council.

Kevin Griffiths Managing Director for Data Driven Logistics commented:

“We are delighted to have the opportunity to work with Cheshire West and Chester who as a new Authority will be leading the way in delivering extended benefits and value for money services for its visitors and residents.”

Canditv® is a breakthrough technology that enables people with ordinary mobile telephones to use them just like TV remotes to take control and navigate content displayed on public facing screens when out and about.

The technology was selected as Flagship Innovation, Category Medallist by the British Computer Society and also voted Best Innovative Product at the West Midlands ICT Excellence Awards during the year of its launch.

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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 or contact Kevin Taylor 08458 733200, kevin.taylor@canditv.com

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