

## PRESS RELEASE

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Data Driven Logistics Limited.



### **Canditv® Goes live in Award Winning Market Town**

The Directors of Data Driven Logistics Limited based in Stoke on Trent, are delighted to announce the latest launch of Canditv® in the Award Winning Market Town of Nuneaton.

The system was selected by Nuneaton & Bedworth Borough Council and officially switched on today in the bus station area providing visitors to the town with access to a wide range of information including bus timetables, street maps, shops, events, offers and library services. There is also the option to provide feedback about the visit and to request a call back.

The view in Nuneaton is that the Town is leading the way in promoting its services to visitors and the implementation of the Canditv® service is building on its recent proud achievement for having the Best Outdoor/Street Market in the Country.

The project has been funded by Advantage West Midlands (AWM) and Town Centre Manager Alan Ottey views the Canditv® implementation as a giant leap forward for the Town.

“The new screen is just a small part of the bigger picture. Eventually we would like to see more of these screens around the town with an increase in the range of services they can offer. Technology is advancing and we want to ensure that the town is moving with the times.”

Kevin Taylor Business Development Director for Data Driven added.

“It has been a pleasure working with Alan and his team in delivering the Canditv® solution for Nuneaton and we see this as a positive first step to extending access to a broad range of information services.”

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 for 2008 and also voted Best Innovative Product at the West Midlands ICT Excellence Awards 2008.

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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](http://www.canditv.com) or contact Kevin Taylor 08458 733200, [kevin.taylor@canditv.com](mailto:kevin.taylor@canditv.com)

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