

Elemental Communications Press Release:

Title: Eagle Eye Technology partner Glue4 to enable convergence
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Mobile specialists Eagle Eye Technology partner Glue4 to enable convergence

Mobile technology specialists Eagle Eye Technology partner with Glue4 to spread the word about convergence

Mobile specialists Eagle Eye Technology <http://www.eagleeyetechnology.com> are partnering with Glue4 <http://glue4.com>, experts in digital TV and smartcards, to spread the word about digital platform convergence.

The partnership begins on 01 November 2005, and will allow anyone with a web, digital TV or mobile site to easily deploy consumer services across all three platforms.

Their first joint project will be the deployment of the online mobile photo sharing site Pop-I <http://www.pop-i.co.uk> onto the Sky TV platform.

Stephen Rothwell, director at Eagle Eye Technology explains, "The consumer technology world is converging at an alarming pace. Soon we will access all our information through our mobile, digital TV and Internet. Efficiently and effectively managing the convergence of these technologies is critical to businesses being successful in this new market. Eagle Eye Technology has decided to link their knowledge and experience of web and mobile solutions to Glue4's expertise in the digital TV and payment sectors in order to provide the means for businesses to have a seamless presence across digital TV, the web and mobile."

Neil Garner, managing director at Glue4 comments, "Glue4's vision is to create new and exciting services for consumers and to form partnerships with those companies offering the best means of doing so. The partnership with Eagle Eye Technology completely aligns with this vision, as they are true innovators in the mobile space.

"Together we bring a huge amount of industry experience across mobile services, digital TV and web and payment services. It will enable companies who wish to converge their web presence with mobile and digital TV to have a centrally managed provider across all platforms - thereby offering them exciting new opportunities and revenue streams at an affordable cost."

The target audience will be mainly large UK based organisations with ambitions to maximise their revenues based on current web technologies. The target clients will be market leaders who embrace innovation.

“Eagle Eye Technology firmly believes that consumers will use their mobile device for everything outside the home, and their digital TV for everything inside the home. This partnership extends Eagle Eye Technology’s offering to include the highly exciting digital TV market and the convergence of this technology with the other platforms,” concludes Rothwell.

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----Notes to editors----

This press release is available in PDF, plain text and Word formats. Photographs are available of the Eagle Eye Technology team.

The media spokespeople for Eagle Eye Technology are Directors Stephen Rothwell and Ed Pippin.

About Eagle Eye Technology
<http://www.eagleeyetechnology.com>

Eagle Eye Technology has been operating since 2002. They are a Mobile Technology Consultancy and Software Company who supply 'Creative Thinking for Mobile Technologies'. Eagle Eye Technology were established to make it easier for public and private organisations to interact with their customers through the use of mobile technologies, and they work at the heart of the mobile arena with contacts in companies throughout the entire mobile value chain. They supply mobile solutions to companies who have not previously entered the mobile market place and those who are old hats but are looking to do something new.

Eagle Eye Technology also supply web based solutions to companies whose use for mobile technology may be at some point in the future but who need a world class web presence now. The people involved in Eagle Eye Technology designed, built and run the UK's largest reverse billed SMS platform for Teletext. Other clients include Corney & Barrow wine bars in London and the East Somerset NHS Trust.

About Glue4
<http://www.glue4.com>

Glue4 is a specialist technology services company that creates innovative services that link people and brands using new technologies. Glue4 create services for mass-market consumer usage across multiple channels, tackling applications such as authentication, personalization, loyalty and payments. Glue4 provide the following services:

- Technology strategy consulting.
- Software design & service prototyping.
- Systems integration.

Glue4 believe in building strong relationships with people and in discovering the real business benefits of creative use of consumer technology, in particular interactive TV, smartcards, mobile and the Web. Its clients include consumer brands, service providers and technology vendors.

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