



World Telemedia invites Eagle Eye Technology to speak

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Mobile technology specialists Eagle Eye Technology to present at World Telemedia Conference 2005 in Amsterdam

PR9.NET November 02, 2005 - Mobile technology specialist Stephen Rothwell from Eagle Eye Technology <http://www.eagleeyetechnology.com> is to present at the World Telemedia Conference <http://www.worldtelemedia.co.uk> in Amsterdam 2005 next month.

Europe's leading Content & Billing event for Voice, Mobile & Internet is being held from 16-18 November 2005 at the Grand Hotel Krasnapolsky, Amsterdam.

Stephen Rothwell, co-founder and director at Eagle Eye Technology will be guest speaking twice on day two, Thursday 17th November, 2005 in the Billing & Payments and the Mobile Marketing & Brand Building sections of the conference.

Stephen's talks will cover:

12:00 to 13:30 Billing & Payments

"Billing power to the people"

This presentation will explain how (due to changes in the mobile services market) anyone, from an individual to a multinational conglomerate can set up mobile services and bill for their goods and services, cheaply, easily and quickly.

14:30 to 16:00 Mobile Marketing & Brand Building

"Enabling the individual 1"

Peer to peer viral marketing is the key to making the best of mobile as a marketing channel. Eagle Eye Technology, founders of BuyMeaBeer <http://www.buymeabeer.com> (a unique mobile peer to peer system), use their vast experience in the mobile space to explain how to get the best response in mobile marketing campaigns.

Stephen explains "With our full service mobile solutions, including our own reverse billed SMS service we are well placed to offer an experienced view on mobile services and mobile marketing. Currently we are one of the world leaders in mobile vouchering, loyalty and ticketing, with the award nominated BuyMeaBeer service as a flag ship offering to the consumer. In association with our own products we provide mobile solutions to companies such as Teletext <http://www.teletextholidays.co.uk>, Sportsgate <http://www.sportsgate.co.uk> and Action Medical Research <http://www.action.org.uk> to name just a few.

The beauty of events such as World Telemedia is that they bring the sector together to share knowledge and experience and make valuable contacts. It's exciting to see all of the great work that is happening in the area, and how people are looking to build on that and take it forward to a new and more savvy generation of mobile users."

To read more about Eagle Eye Technology at the event visit <http://www.worldtelemedia.co.uk/event/attendee/confdetails.htm>

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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