



Eagle Eye Technology provide multi-platform convergence solution

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

PR9.NET November 03, 2005 - 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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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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