

[Print Story](#)

REG-Mobile Tornado Group Launch of BB3G mobile phone

Released: 23/04/2009

<http://pdf.reuters.com/Regnews/regnews.asp?i=43059c3bf0e37541&u=urn:newsml:reuters.com:20090423:RnsW0376R>

RNS Number : 0376R

Mobile Tornado Group PLC

23 April 2009

Mobile Tornado Group plc ("Mobile Tornado" or the "Company"): launch of BB3G mobile phone featuring Push to Talk, Push to Locate and Push to Alert

The Company is pleased to announce the launch of its own branded phone, the BB3G. This phone is a ruggedised 3G phone, with the Company's Push to Talk ('PTT'), Push to Locate ('PTL') and Push to Alert ('PTA') applications embedded.

Developed in partnership with ZTE, one of the leading mobile phone producers in China, the phone is designed for use in tough, noisy and outdoor environments such as construction, facilities management, transport, and the emergency services. The BB3G handset is designed to the Ingress Protection IP54 standard which is a rigorous specification that is given to devices that pass extensive testing.

PTT allow users to exchange real time voice messages between mobile phones and/or personal computers. Users can message individuals in their contact list one-on-one, or broadcast to a larger group of contacts. As with instant messaging on the internet, users signal their availability status, known as presence, which is then displayed on phones across their group of contacts. This allows very quick instant messaging without having to text. Like a PMR radio, the BB3G has a dedicated Push to Talk (PTT) button which enables the user to broadcast to every member of the team at the touch of a button.

PTL uses Global Positioning System ('GPS') technology to allow employers to know where their employees are instantly, delivering real time information to a PC interface controlled by the employer. This application will address the increased 'duty of care' requirements for employers, which is becoming a core component of new employment legislation, allowing them to provide additional security for lone workers in particular. The ability to track employees will also enhance the ability for enterprises to manage their remote workforces more effectively. This new application will integrate with PTT allowing efficient and effective communication with employees.

PTA was developed following feedback from customers, and allows the BB3G to be targeted at the burgeoning lone worker market. The ability for employees to alert a central control unit in the event that they find themselves in difficulty is a key requirement for devices that are targeted at this market. The BB3G features a dedicated PTA button which when pressed will activate an alert in a receiving centre allowing the employer to communicate through PTT with the employee, or respond with assistance using the PTL application for guidance.

These three applications have been integrated into an intuitive interface on the device, making the BB3G easy to use. The device will be distributed through the network of international sales partners that is being established and the Company's first order from InTechnology plc for 10,000 phones will be delivered this week.

Jeremy Fenn, Chief Executive of Mobile Tornado plc said:

'I am delighted that the BB3G has finally been launched into the market. There have been some delays, as previously reported, where following feedback from customers we decided to develop and incorporate the Push to Alert application in the handset. I am confident that the resulting product and service we are able to offer enterprises is unique. The feedback we have had from our partners and customers is extremely positive and I look forward to the BB3G playing an important role in the workforce management requirements for enterprises worldwide.'

Ends

For further details please contact:

Mobile Tornado Group plc Tel: +44 (0) 7734 475888

Jeremy Fenn, Chief Executive

Blue Oar Securities Plc Tel: +44 (0)20 7448 4400

Andrew Raca / Toby Gibbs