



**Tuesday 3 February 2009**

## **io global powers World's first location-based, personalised service**

*London\* residents, daily commuters, business visitors and tourists can now access the things they like, closest to where they are, at any time using the BT MyPlace service*

**London, UK:** io global Limited, a provider of converged digital media solutions, is the driving force behind the World's first location-centric, personalised service, which launches today in London. BT MyPlace ([www.btmyplace.com](http://www.btmyplace.com)) combines location, personalisation data and convergence to dynamically deliver relevant information and advertising to consumers on the move. The service is free via any outdoor BT Openzone Westminster hotspot and can be accessed from any Wi-Fi device in BT's Westminster Wireless City.

BT MyPlace, delivers targeted, sponsored services and advertising including restaurant, bars and shopping recommendations, plus audio downloads including books and walking tours. Using io global technologies, BT MyPlace presents people with information, based on their preferences and location, within central London and the West End.

Billed as a "pocket concierge", BT MyPlace is launched in conjunction with BT and Westminster City Council, and sponsored by Cisco and Intel. Content partners include Discovery Audio, audible.co.uk, KODAK Gallery, London Pass, LOVEtheatre.com, Time Out and Top Table. Bespoke content is also being produced by ITN On, including Movie Buff, the weekly review for film goers, and London Talking, featuring video conversations with different Londoners about their favourite places.

BT MyPlace will be available to over 256,000 people who live in the area and 800,000 daily commuters that pass through the city.



In addition, over six million business people and 23 million tourists visit the area each year, demonstrating the huge audience that will benefit from the location-centric services.

Peter Gandy, Vice President Digital Services, io global, said: "Our expertise is delivering highly relevant content and advertising to people on the go. When people are outdoors they don't want to waste time searching for things. BT MyPlace is a great example of how our technology can help people quickly find what they want using the device of their choice.

There has long been talk about personalised location-based services, but nothing has actually been available until now. With our technology and expertise, together with BT, the City of Westminster and our partners, we are able to provide people and advertisers with a unique, intelligent service that will have huge appeal."

The BT MyPlace portal will contain six key service areas; 'Find my nearest', Live & Work, Explore, Enjoy, Entertain and Get Around. Each delivers relevant localised information depending on a specific person's needs. A Special Offers service is also available through BT MyPlace alerting people to current promotions and offers in and around London. The services are available to people via a combination of advertiser-sponsored content and paid-for downloads.

Chris Bruce, General Manager, BT Openzone added: "BT MyPlace doesn't tie users to fixed locations. Information and services that are chosen by you and are close to you can now be picked up from any mobile device."

Westminster City Council's head of research and development, Tim Stranack, said:" This is an innovative use of the wireless network. It benefits those who live and work in Westminster and is an excellent service for the millions of visitors and tourists who come to the city each year. The increasing number of people who have Wi-Fi-enabled mobile phones, music players and portable games consoles will be able to access this information for free. We are extremely excited to be the first UK council to offer these location-based services."

For further information on io global's range of services, visit [www.io-me.com](http://www.io-me.com). For further information about BT MyPlace visit [www.bymyplace.com](http://www.bymyplace.com). Also visit [www.btopenzone.com](http://www.btopenzone.com).

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**Notes to Editors:**

\* Central London and the West-End

**About io global limited:**

io global limited is an award winning provider of digital media solutions for the mobile world. The io global platform manages and delivers digital media that is personalised, converged and targeted so to deliver digital services and content to people where and when they need it – creating interaction, exchange and engaging experiences.

io global has a fully integrated location based application at the centre of its service proposition. This, coupled with personalisation and targeting technology alongside content distribution agreements covering services, entertainment, news, information and e-tailing qualifies io global to partner with network operators, government organisations, retailers, commercial brands and media organisations to provide their consumers with the information they want and need in a compelling way.

io global enables a two-way dialogue between brands and the customer. Introducing organisations to digital allowing them to move away from the traditional push approach. io global extends its personalisation capabilities to advertising. Wherever you are in the evolution of your digital strategy io global has the innovations that will change the way you engage with customers so your brand is part of their lives, driving loyalty, reducing churn and opening up new opportunities for revenue.

Industry entrepreneurs, New Venture Partners and BT formed io global after five years development in BT's Research Laboratories. io global has offices in Ipswich, London and New York. [www.io-me.com](http://www.io-me.com)

**About BT**

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2008, BT Group plc's revenue was £20,704 million with profit before taxation and specific items of £2,506 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit [www.bt.com/aboutbt](http://www.bt.com/aboutbt)

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