

# press release

draft

## **SALES OF SMARTPHONES WILL GROW BY 9%\*IN 2009.**

IDC the Global market intelligence firm have announced that research shows that despite a gloomy outlook for the mobile phone industry, sales of Smartphones will increase in 2009. A number of mobile phone manufacturers have reduced their volume of manufacturing. However, sales of Smartphones will be on the increase due to the convergence of technology and are more reasonably priced for consumers.

Romex, who have just launched tracking software for PDA/Smartphones that are GPS enabled are confident that their product will arrive in the market place just at the right time. This new software, MyFix can detect when the user is in a moving vehicle or not. Jason Laight, Sales Director said "Romex is launching the first off the shelf automated GPS tracking software, which means that no additional in vehicle hardware is required. In today's challenging market environment we are convinced those companies looking for a leading edge over their competitors will start with convergence, and this is what Romex aims to supply."

Converged mobile devices remain a much sought-after option," noted Ramon Llamas, senior analyst, Mobile Devices Technology and Trends. "Users have come to realize what these devices can do beyond voice telephony, especially when it comes to running applications. Take a look at how gaming, mapping and location, entertainment, news, and social networking applications for converged mobile devices have taken off, allowing users to do much more than just make phone calls. In response, handset vendors have been building their product and applications portfolios to catch this wave of opportunity."

A 14 day try-before-you-buy trial of the Romex software is available on registration at [www.romeworld.com](http://www.romeworld.com).

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Notes to Editors:

Romex World Ltd is part of the Citylink Group Ltd, a profitable technology business with 25 years of investment and experience that has built a number of technology enabled service based businesses and delivered exceptional growth and stability.

Romex is the first company to market with an off the shelf GPS/PDA/SMARTPHONE tracking product that is truly web enabled.

Romex is a fixed cost product, requiring no additional in vehicle hardware with flexible short term contracts.

*\*Source – IDC December 2008*

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