

# press release

## **ROMEX LAUNCHES OFF THE SHELF WEB ENABLED GPS TRACKING SOFTWARE FOR PDA'S AND SMARTPHONES**

Romex (Romex World Ltd) the Mobile Application Service Provider (MASP) is launching the first off-the-shelf automated **GPS** tracking software for Small & Medium Businesses that detects when the user is in a moving vehicle or not. The software enables efficient management of a mobile workforce doubling as a lone worker protection solution. Downloadable to GPS enabled Smartphones with **Blackberry** or **Windows Mobile**, there is no additional in vehicle hardware required. The modular architecture of the software enables businesses to converge their technology and utilise their existing assets thus giving natural cost reduction to multiple business solutions.

Jason Laight, Sales Director said: "We are looking to market this product through distributors and channel partners, as we strongly believe that it will improve sales margins for existing core mobile businesses. Romex products will broaden an existing portfolio and are essential to building customer loyalty and relationships. 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." He added; "The mobile industry has changed over the recent period and the networks have pulled back high upfront remuneration payments and replaced them with tariffs that mean service providers and channel partners are looking for additional services to enhance customer loyalty and build on-going revenue"

Romex software is made up of two parts – MyFix, loaded into the mobile team's Smartphones and using the latest GPS technology with Google Maps, and TeamFix a true web-enabled interface that feeds the required information direct to the relevant operative. Features include pinpoint location mapping, speed monitoring (by road), arrival and departure from customer sites and the identification of resources closest to customer locations. This is the first of a number of mobile worker solutions being launched by Romex in 2009 to support different vertical sectors.

A 14 day try-before-you-buy trial is available on registration at [www.romexworld.com](http://www.romexworld.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.

**Romex World Ltd**

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