



Apple Leadership Summit 2011 Uses CampusM™ for Conference Apps to Assist Delegates

West Midlands, UK – 30th November, 2010 - The campusM™ for Conferences mobile application is to be used by delegates to enhance the overall conference experience at the Apple Leadership Summit at the May Fair Hotel in London, on January 11, 2011. The conference is expected to receive approximately 900 delegates over 3 days, with the app being customized into two versions; one for higher education (HE) and one for K-12 delegates. The two apps will be free for delegates to download to their iPhone, iPod touch or iPad after they have registered for the event.

The apps provide navigational and informational tools, helping delegates to make the most of their time at the conference and to ensure they don't miss out on important seminars and speakers.

Once downloaded, delegates will be able to navigate their way around the conference using an interactive map. They will also be able to view the conference agenda, workshop and seminar details and times, receive reminders of key events and speaker slots and also connect with peers using the friend locator.

Hugh Griffiths, CEO of oMbiel, adds,

"We're delighted to be working with Apple to provide our campusM™ application, helping to further enhance the reputation of the event. Our innovative mobile technology solutions for the Education sector, can help conference organizers deliver information and services seamlessly, to keep delegates connected and enrich their overall conference experience."

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