



Coventry University Selects campusM™ Mobile Application for Students

West Midlands, UK – 29th November, 2010 - Coventry University has today become the latest university to use campusM™, a mobile application that empowers students with all the services and information they need about their university in the palm of their hand.

campusM™ has been developed by oMbiel to offer students a unique service through which to communicate and interact with their university and enhance their student experience. With Coventry being the latest in a number of universities to select oMbiel, it reinforces oMbiel's leadership and innovation in the development of mobile applications for the higher education sector.

campusM™ enables students to make better use of their time, offering easy access to key information whether they are between lectures, at home, visiting friends, on holiday, or travelling. With students regularly on the move, it allows them to search campus maps and directions and use the 'find a friend' GPS feature to arrange to meet up with other users.

Not only can students search the contact directory – enabling them to call or email virtually anyone on the campus – they can also access their timetable, library records, details of university events, and the latest news and alerts.

Peter Hudson, deputy director of IT services at Coventry University said:

"We are delighted to be working with oMbiel. A key part of our strategy is the provision of easy-to-use and highly accessible mobile services that meet the needs of our students. We have worked closely with oMbiel to deliver a customized solution to ensure that our students have a seamless, consistent experience, uniquely branded for 'Coventry University' and available across a range of student devices."

Hugh Griffiths, CEO of oMbiel, said:

“We are very pleased to offer campusM™ to the student population at Coventry University. This intuitive application is available on most popular student devices providing a mobile-rich user experience. Our work with Coventry University highlights the strength of our technology and demonstrates our leadership as a key provider of mobile services for the higher education sector.”

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About campusM™

The campusM™ mobile platform brings together a suite of campus-based information services directly to the mobile devices of students, visitors, staff, alumni, prospective students and conference delegates. The application platform can uniquely be branded for any university, enabling a user to be better connected, and to enhance their university experience in a way that was never possible before. Developed by UK based oMbiel, campusM™ is designed for some of the world’s leading mobile platforms and devices including the iPhone®, and iPod touch® as well as on hundreds of other mobile devices from manufacturers such as: RIM, HTC, LG, Motorola, Nokia, Palm, Samsung, Sanyo and Sony Ericsson. For more information, visit www.campusM.com.

About oMbiel

oMbiel develops innovative applications including the campusM™ mobile platform for the higher education sector as well as offering mobile integration services to enable university data to be incorporated into its applications. Founded in 2008, oMbiel is headquartered in the UK. For more information, visit www.ombiel.com.

About Coventry University

Coventry is a forward-looking, modern university with a proud tradition as a provider of high quality education and a focus on applied research. Its students benefit from state-of-the-art equipment and facilities in all academic disciplines including health, design and engineering laboratories, performing arts studios and computing centres. The University has been chosen to host three national Centres of Excellence in Teaching and Learning which has enabled it to invest substantial sums of money in health, design and mathematics. The city-centre campus is continually developing and evolving, with plans for further investment over the next few years. Through its links with leading edge businesses and organizations in the public and voluntary sectors, Coventry University's students are able to access project and placement opportunities that enhance their employability on graduation.

For more information

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