



Manchester Metropolitan University Launches the campusM™ Mobile Application

West Midlands, UK – 8th October, 2010 - A new mobile application that brings together a suite of campus-based information services directly to mobile phones, will be launched today to students of Manchester Metropolitan University (MMU). The deployment of campusM™ is part of the Enhancing Quality and Assessment for Learning (EQAL) Initiative which was launched in March 2010, to achieve significant improvements in the quality of the student experience, as well as in student retention and success.

campusM™ offers MMU a slick and effective method of supporting and communicating with their students whilst on the move. The application, which is uniquely branded as myMMU, has been developed by UK-based oMbiel, to make a vast amount of the university's portal information, readily available on students' mobile phones. With MMU being the latest in a number of universities to select campusM™, it reinforces oMbiel's leadership and innovation in the development of customized mobile applications to meet the increasing mobility needs of the university sector.

Wherever students are located, campusM™ allows them to make better use of their time with easy access to key information and services using the iPhone®, and iPod touch®, as well as from other mobile devices from: RIM, HTC, LG, Motorola, Nokia, Palm, Samsung, Sanyo and Sony Ericsson - making it easier than ever to access university specific information on the go.

Students will be able to search Campus Maps using the GPS functionality of the device. Users can view live PC Availability information and locate computer rooms using interactive maps as well as searching the Contact Directory so that they can call or email tutors. They can also access information about their courses, library records, the latest campus events, news feeds and alerts, enabling them to enhance their student experience whilst on the go.

Mark Stubbs, Head of Learning and Research Technologies, responsible for the 'Seamless, Personalised Student Experience' strand of the EQAL Initiative said, "We are extremely pleased to be working with oMbiel who have helped us deliver part of our transformation strategy, to enhance the online experience for students. Although we gave them a very tight deadline they stepped up to the challenge and delivered a great application for us. I look forward to working with them in the future."

This strand of the initiative aims to raise student satisfaction, engagement and success by providing a more seamless and personalized online experience of university activity. "As well as delivering a new Virtual Learning Environment (VLE); enhancing the Student Portal; and building staff digital literacy to take full advantage of these new tools, we also wanted to create a solution to provide mobile access to real-time university information," Mark described, "We have worked closely with oMbiel to deliver myMMU which, integrates with many of our key university systems, including the web portal and other data sources, so that we can deliver personalized content to our students ready for the new academic year."

"We are delighted to help Manchester Metropolitan University in bringing to life part of its major transformation project in such rapid timescales," said Hugh Griffiths, CEO oMbiel, "campusM™ is a highly effective mobile application, designed to enhance the student learning experience, which will undoubtedly contribute to MMU's reputation as a university for world-class professionals. Our relationship with MMU is significant as it demonstrates our own market leadership as a key provider of mobile application and integration services for universities in the UK."

Availability

myMMU is available from the Apple App Store and more information can be found at www.oMbiel.com and <http://lrt.mmu.ac.uk/mymmu-mobile/>

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Notes for editors:

iPhone and iPod touch are registered trademarks of Apple Inc.

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, making it easier than ever to access university specific information on the go. 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.

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