



oMbiel Announces campusM™ Mobile Application For Universities

Birmingham, UK – September 16th, 2009 oMbiel a leading provider in mobile technology today announced the availability of campusM™ a mobile application with an integrated suite of university services brought together on a mobile device. campusM™ provides busy students, open day visitors, staff and conference delegates with an easy to use, uniquely branded application to help them better connect and enhance their university experience.

The visionary new campusM™ application is being rolled out to a group of universities in the UK and Eire with the first university to launch the service in October.

The application features campus maps where users can identify exact campus locations using GPS to search for buildings by name or address and a friend locator to help them meet up with other students. Users will be able to look up faculty, staff members or student contacts from the University directory and to add them directly to the phone's address book, view a pocket guide, prospectus and also receive the latest news and events.

“Our integrated mobile application available on the iPhone, iPod touch and other leading mobile devices, provides users with one-click access to perform a variety of functions when on the move,” said Hugh Griffiths, CEO of oMbiel, “campusM™ integrates with university systems, which enables personal information such as their timetable, library records and financial accounts to become accessible on their mobile device.”

"oMbiel is committed to providing users with an easy to use, robust and feature-rich application," said Hugh Griffiths, "Working closely with universities and combined with our entrepreneurial, innovative and technological leadership, oMbiel is able to deliver a seamless user experience to the increasingly mobile-orientated education sector."

Availability

campusM™ for Students, oMbiel's first integrated mobile application designed to generate mass-market adoption among UK universities is available immediately, and can be used on the revolutionary iPhone and iPod touch as well as on many other devices including those from BlackBerry, HTC, LG, Motorola, Nokia, Palm, Samsung, Sanyo and Sony Ericsson. Further integrated applications including campusM™ for Open Days, Conferences and Visitors will subsequently be rolled out during Autumn 2009.

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About oMbiel

oMbiel delivers innovative mobile solutions to empower the mobile user. It develops bespoke mobile applications across diverse sectors for a broad range of mobile devices including the iPhone, iPod touch as well as many other devices including those from BlackBerry, HTC, LG, Motorola, Nokia, Palm, Samsung, Sanyo and Sony Ericsson. oMbiel also offers enterprise mobile integration services for capturing data from back-end sources allowing functionality to be incorporated quickly and easily into applications. oMbiel was established in 2008 and is headquartered in Birmingham, UK. For more information, visit www.ombiel.com or email enquiries@ombiel.com.

Notes for editors:

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