



campusM™ for Conferences assists delegates at the ICTD 2010 London Conference

West Midlands, UK – 24th November, 2010 - The campusM™ for Conference application has been launched by oMbiel, to offer [ICD4T](#) a free cutting-edge service to their delegates at the annual [ICTD 2010](#) conference, December 13-16th 2010, at the Royal Holloway, University of London campus.

The app can be downloaded to the delegate's iPhone, iPod touch or iPad, so that they can use the interactive campus maps to find their way around campus and use the Find a Colleague Locator to meet up with delegates. They can also view session details and times, receive alerts and the latest event news and conference details. Other useful benefits include; hotel and travel information and a directory with key contact details – offering delegates a seamless conference experience.

The app serves as a handy navigational and informational tool easily accessed from the palm of the hand. It can successfully help delegates make the most of the event, whilst providing organizers with a tool to minimize environmental impacts. Hugh Griffiths, CEO of oMbiel, said, “The organizers of ICTD2010 and Royal Holloway, University of London, want to provide a high quality standard for all conference participants, whilst considering the impact on the surrounding environment in all of their event organization. campusM™ for Conferences is the perfect tool making it easier for delegates to obtain information, but also good for the planet as less paper will be used, printed and handed-out minimizing the overall environmental impact of hosting the annual conference.”

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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.

For more information

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