



## **oMbiel Partners with RMS Inc to Bring campusM™ to Colleges and Universities in North America**

**Birmingham, UK, Raleigh, North America. August 12, 2010** - oMbiel, today announced a partnership agreement with Residential Management Systems Inc (RMS) to offer its campusM™ mobile application to colleges and universities in North America. Under the agreement, RMS plan to capture the growing opportunity for delivering campusM™ in North America to students, staff, and visitors, as well as for student recruitment programs, student housing and conferences in higher educational institutions, providing its users with an integrated suite of university services on their mobile phone.

“The partnership with oMbiel enables us to offer feature-rich mobile applications to increasingly mobile university populations,” said Phil Mosely, Executive Vice President of Operations, of RMS. “We are very excited to be delivering an integrated housing solution to our customers”.

Once downloaded, users will have mobile access to location-based information, enabling them to use their phones to locate car parking, find their way to buildings, lecture halls, residence halls and other university facilities and locate friends using the Friend Locator in real-time. One quick click will also give them access to comprehensive information about the university, up and coming events, library records, timetabling information, the contact directory and the latest news and important alerts helping students, staff and visitors to get the most out of their time at university.

“We are excited to partner with oMbiel, a rapidly growing mobile technology company in the educational sector and to expand its footprint into new territories,” said Phil Mosely of RMS. “With campusM™ as part of our established product portfolio, we can rapidly address increasing mobility needs of users by offering them an easy-to-use application that integrates with RMS and university data systems - giving them instant access to the

information and services they need whilst on the move.”

The campusM™ suite of applications complements RMS’s existing range of web-based residential management solutions enabling them to expand their offering to their broad educational customer base. With over 12 years of experience in providing software and services in the sector globally, RMS has defined implementation processes to assist universities of all sizes and will be able to typically deploy campusM™ within 6 weeks – to integrate seamlessly with university legacy systems.

“RMS’s leadership position and presence in the higher educational residential management systems market, combined with oMbiel’s innovative campusM™ offering, makes this partnership a strong catalyst for the rapid adoption of campusM™ in North America,” said Hugh Griffiths of oMbiel. “oMbiel is excited to work in collaboration with RMS, which is the first step in a long-term relationship that will seek dramatic growth for oMbiel and which will enable universities to attract students, differentiate themselves in the highly competitive student recruitment market and help university populations become ever more productive in today’s mobile world.”

### **Availability**

campusM™ is available immediately from RMS. For more information, visit [www.rms-inc.com](http://www.rms-inc.com).

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### **Notes for editors:**

iPhone and iPod touch are registered trademarks of Apple Inc.

### **About oMbiel**

oMbiel develops innovative mobile applications for universities meeting the needs of increasingly mobile students, open day and orientation visitors, staff and conference delegates. By working with universities, oMbiel provides these users with access to university services and information from the convenience of their mobile phone. oMbiel’s campusM™ application can be used on a broad range of mobile devices, including the iPhone, iPod touch as well as on many other devices including those from BlackBerry, HTC, LG, Motorola, Nokia, Palm, Samsung, Sanyo and Sony Ericsson. oMbiel also offers enterprise mobile integration services to capture data from back-end university

sources to allow functionality to be incorporated quickly and easily into its mobile applications. Founded in 2008, oMbiel is headquartered in the UK. For more information, visit [www.ombiel.com](http://www.ombiel.com).

### **About RMS**

Residential Management Systems is the leading provider of University Student Housing, Conference, Judicial and Property Management software globally. RMS University housing software manages over 500,000 University and College beds daily and has over 200 implementations worldwide. For more information, visit [www.rms-inc.com](http://www.rms-inc.com).

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