



LogicalTech to mobilise Australian websites with Blink Mobile application platform

Mobile information made simple with Blink Mobile Interactive

Melbourne, 29 September, 2010: LogicalTech, the IT Integration Specialist today announced it has been appointed a solution partner and reseller of Blink Mobile, the intranet/extranet platform-as-a-service (PaaS) enabler of mobile business applications.

LogicalTech will offer the full suite of Blink Mobile's solutions including BounceBack Plus, blinkAnswers, blinkForms and blinkLive to Australian organisations.

Blink Mobile Interactive allows businesses to quickly and effectively deploy communication solutions for staff, partners, employees and end users via any mobile with an internet browser. The platform lets customers access business information via their mobiles in a way that is easily delivered and viewed. It also allows staff to complete mobile forms, upload data and action workflows on the road allowing for real-time information to be processed and transacted.

According to Martin Coyle, General Manager, Business Development, LogicalTech Group, Blink's mobilisation platform provides organisations with a unique and cost effective approach to mobilising their web based business systems including websites, intranets and extranets. "Blink Mobile delivers greater functionality and mobile enablement of web content and services, enhancing the customer experience," said Mr Coyle. "For organisations, having a single development and management platform to control their mobile environment to a wide array of mobile devices on the market will give them the edge against their competitors."

Blink Mobile's technology eliminates the need to purchase additional infrastructure and for changes to be made to existing websites, allowing organisations to design, build and deploy innovative mobile services in a matter of weeks rather than months.

Blink Mobile's technology offers native support to any mobile phone or tablet with an internet browser without the need for custom development. This includes the iPhone, iPad, Blackberry, Nokia, Motorola, Samsung, Sony Ericsson and HTC devices running a variety of operating systems.

The technology is especially suited for organisations in the local council, education, government, retail and travel and tourism sectors. Blink Mobile has been successfully deployed across organisations such as Brisbane City Council, Tweed Shire Council, University of Newcastle and University of Technology Sydney.

"We chose to partner with LogicalTech as the company has a long and successful history in system integration and application development in the mobility space," said Darren Besgrove, Director and Co-founder of Blink Mobile Technologies. "LogicalTech will provide our customers with an experienced team who can help them to identify the key information they want to communicate to their audience via a mobile device and develop, tailor and implement a Blink Mobile solution for them."

Resources:

Learn more about Blink Mobile at www.blinkmobile.com.au

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For videos about Blink Mobile, visit <http://blinkmobile.com.au/videos/> - ends -

About Blink Mobile

Blink Mobile Technologies develops and markets a mobilisation management and deployment platform that allows any organisation to provide rich mobile interactions and response mechanisms from their existing web based information and business systems. Focused on a corporate customer base and running a SaaS business model, Blink's enterprise-grade services allow organisations to manage their complete mobile environment, while quickly and easily mobile enabling web services, dynamic web content and intranet/extranet applications. The platform, client services and end-user experience resulting from Blink's services are internationally innovative. For further information, visit <http://www.blinkmobile.com.au>

About LogicalTech Established in 1986 LogicalTech is an experienced Australian IT company focused on delivering enterprise and corporate business solutions.

LogicalTech provide a fully rounded service offering, from strategy through to technical service delivery and specialise in various technologies including Oracle, Microsoft, Unix Windows, Cisco, SAP and Java. For more information, please visit www.logicaltech.com.au

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