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08June 2012, SYDNEY, Australia - International venue and event management software company Priava officially launched its latest flagship Cloud product Priava on Wednesday evening at a launch event attended by the Hon. Simon Crean, Minister for Regional Australia, Regional Development and Local Government and Minister for the Local Arts.

The new Cloud based Priava solution helps simplify the management of event and venue bookings, making them more streamlined and profitable. Priava can be used to manage and operate venues, track sales and enquiries and formulate optimal room configurations for large and small organisations.

After 15 years of growth and development, Priava is truly an international company with operations and customers in Asia and several countries across Europe, Michael Scroop, Chairman and Founder, Priava, said.

Our latest product Priava is the focal point of our ambitious growth plans for the company and highlights the commitment to offer our customers from the government and education sector as well as the entertainment, sporting and cultural industry a world-class user experience, Mr. Scroop said.

Based on a Software-as-a-Service (SaaS) based platform from Oracle, customers worldwide will be able to access Priava securely through the Cloud online. Compared to an on-premise model, the Cloud based Priava will offer a 50 per cent reduction in costs and almost 60 per cent in productivity savings.

We believe Priava will set the standard of usability, technology and functionality in the venue and events software market globally. It will also strengthen and centralise how our services are delivered to customers across the globe, including key growth markets in APAC, EMEA and Latin America, James Pegum, CEO, Priava, said.

We want Priava to become synonymous with quality solutions as we create further improvements to our cloud based venues and event management solution, Mr. Pegum said.

The company currently has a strong and wide ranging customer base in Australia including Sydney Olympic Park, The Powerhouse Museum, RMIT University and Luna Park. Priavas international clientele includes Williams Formula One Team, Liverpool Football Club, Institute of Directors and The Royal Botanic Gardens Kew.

Priava is based on a foundation of cutting-edge user experience and technology, now fully deliverable with ease through the cloud. Priava can be accessed in any language, easing the complexity of the booking process and making it faster and more cost effective for our customers. The new product will be a key milestone to strengthening our global venue management solutions strategy ensuring that our customers will benefit from a functional, robust and secure application, said Mr. Pegum.

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AboutPriava:

For over 15 years now, Priava has specialised in the development of software for venue and event management. Our programmes appeal to a wide range of operations such as hotels and hotel chains, multi-venue groups, caterers, dedicated conference and exhibition centres, art galleries, museums, government facilities, charter companies, clubs, stadiums, universities, town halls, theatres and all kinds of outdoor venues.

With offices in Sydney and London, Priava prides itself on producing user-friendly, competitively priced software products that provide comprehensive solutions on a global level. The company is renowned for its high levels of customer service and maintains the principles of integrity, quality and long-term client satisfaction.

Priava is dedicated to maintaining its position as an innovator, utilising leading edge technology and providing global leadership in software design for the events and hospitality industries. Our ISO 9001/2000 accreditation demonstrates commitment to continual improvement andprovides our customers with the peace of mind that Priava and its software solutions are independently endorsed at the highest level.

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