

Object Consulting Backing Lonely Planet's Windows Phone 7 travel picks

Object at forefront of mobile innovation with Phone 7 developments

Object Consulting announces that among its developments for the new Windows Phone 7 platform is the Lonely Planet TOP CITIES 2011 application - an extract of the travel guide company's BEST IN TRAVEL 2011 annual guide to the year's best journeys and experiences. Lonely Planet's TOP CITIES 2011 preview app will be available free to Windows Phone 7 users via the Windows Phone Marketplace. Lonely Planet Global Director Digital Kelly Brough comments that the application includes inspirational images, as well as information that will help take travellers to out-of-the-ordinary, unforgettable city highlights. The Phone 7 app is linked back to more detailed information and communities on lonelyplanet.com. "We wanted to share our passion for travel with Windows Phone 7 users," says Brough. "The speed with which we were able to turn an inkling of an idea into an entertaining preview app is testament to our relationship with Object Consulting - and the potential of the Windows Phone 7 platform," she adds. "Object brought highlights from our annual print edition of Best in Travel 2011 to life on Phone 7, providing our travellers with a mobility product that can inspire them on spur-of-the-moment adventures by shaking or sliding their way to a new city." Object's Chief Operating Officer, Dr Julian Edwards comments, "Object Consulting is delighted to be among the first movers with Windows Phone 7. This is testament to our strategy of innovation, investment in new technologies and finding ways to bring these together for the benefit of our customers." "Phone 7 development extends Microsoft's powerful development environment onto a solidly reliable code platform that underpins rich applications across phone, tablet, PC and Surface, which makes it massively beneficial in terms of effort and cost for our customers. "Also, with Phone 7's next generation design I am confident that as Phone 7 handsets hit the market, their information and social networking strengths will see it gain a prominent place alongside other major mobile technology platforms," Dr Edwards says. "Working with Lonely Planet has been an absolute delight. Their rich content of images and stories work exceptionally well on mobile platforms and their innovative and business savvy culture has enabled us to create great experiences really quickly." Object Consulting, whose Windows Phone 7 capabilities augment its Connected Experience Solutions set (which also includes Surface and Windows 7 multi-touch expertise), completed the app in partnership with Automatic Studio. For Object, this development further strengthens its close working relationship with Microsoft, which includes as one of fewer than 20 Surface Strategic Partners globally. Object Consulting is further leveraging its investment in mobile technologies and other innovations by working on projects with a number of leading and high profile organisations across industries. These consumer and business applications on various platforms are being released over the next few weeks. - Ends -

About Object Consulting (www.objectconsulting.com.au, www.touchingthesurface.com.au) Object Consulting is Australia's leader in delivering enterprise business solutions. We work with organisations to effectively create and execute on digital strategy, including mobile and multi-touch. With 20 years of experience, Object's consulting, development, training and support services keep their customers at the forefront of innovation.

About Lonely Planet (www.lonelyplanet.com) Lonely Planet is the leading global travel information company. Lonely Planet currently has more than 360 writers, researchers and photographers and produces around 500 trustworthy and inspiring books, innovative downloadable digital guides, an award-winning website, wireless applications and cutting-edge television programmes. Lonely Planet was founded after Tony and Maureen Wheeler left London and hit the road in search of adventure in 1972. Lonely Planet is majority (75%) owned by BBC Worldwide. Lonelyplanet.com