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The Register Adopts MobilePA to launch new mobile e-mail and news service to attract 6,000 new readers

Publication date: Friday, 03 June 2005

London 3 June 2005 - The Register, the online publisher of Sci-tech news is partnering with Sirenic, the leading developer of intelligent mobile information solutions to launch The Register Mobile – a mobile data service that will enable the growing band of Register readers, working in the office or remotely, to access the publication's news, as well as personal information, including email, calendars, tasks, the intranet and other content, quickly and efficiently, through any mobile device.

The Register's 3 million and growing readership will be able to subscribe to the service at www.theregister.com and within minutes have access to their email and news in a single intelligent interface, through any Smartphone, wireless PDA or WAP phone. The publisher hopes to sign up 6,000 new users for new mobile service.

Readers will benefit from the ability to cross reference related items across all information channels, including news with email and also from the system's ability to analyse and deliver the most important information first. Like a personal assistant, it continuously manages and prioritises information and ensures the user is sent information that matters, when it matters. It even heuristically learns about user priorities, thus dynamically personalising information delivery to match its context.

Philip Mitchell, Marketing Director at The Register said "We supply news for the IT professional who needs constant access to relevant business critical information, in a format they require, from a telephone voice summary of their email to a single PDA screen, so they can respond quickly and efficiently to issues, wherever they are working. The Sirenic product enables them to do just that and – with the addition of the mobile email solution – they can now access all their relevant information on the move, improving their ability to make informed business decisions faster and enhance their productivity."

Bertrand Lipworth, Chairman of Sirenic says "Although Sirenic's solutions are principally being used within the enterprise sector, we wanted to deploy our technology's powerful information management components in the content space and couple this with an email offering that individuals can take up. Our ability to structure and to cross reference information including a user's current and past emails, allows the service to deliver a compelling, truly personalised portal in a mobile environment".

About Sirenic
Sirenic (www.sirenic.com), which is based in the UK, is a leading supplier of mobile email and information management solutions. Its unique Relevance engine is being used by large organisations and SMEs to mobilise email, PIM, news and other critical content to gain a competitive edge. Sirenic has also developed a hosted SME and consumer offering called MobilePA (www.MobilePA.com).

About The Register
The Register (www.theregister.co.uk) is the leading online supplier of news to the IT industry. It has in excess of 3 million unique visitors to its site every month.

Wednesday, August 24, 2005

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